ECOMMERCE SEO:

The Definitive Guide

BACKLINKO

BACKLINKO.COM

This is the most comprehensive guide to Ecommerce SEO online.

In this expert-written guide you'll learn everything you need to know about optimizing your ecommerce site, from keyword research to technical SEO to link building.

So if you're looking to get more targeted traffic (and customers) from search, you'll love this guide.

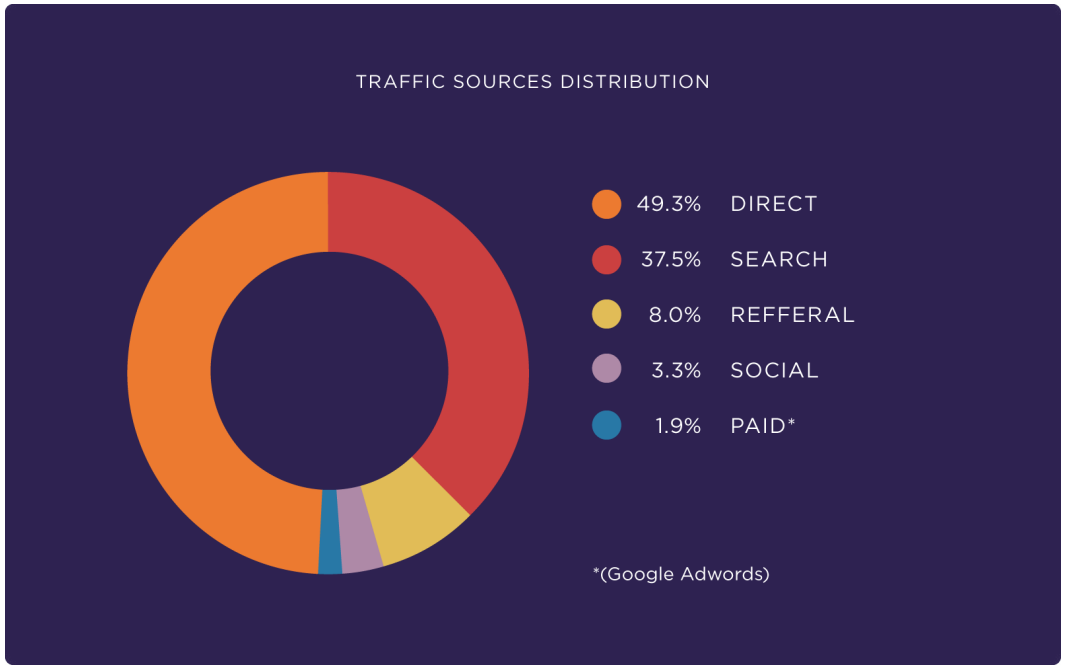
Let's dive right in.

Why SEO Matters for Ecommerce Websites

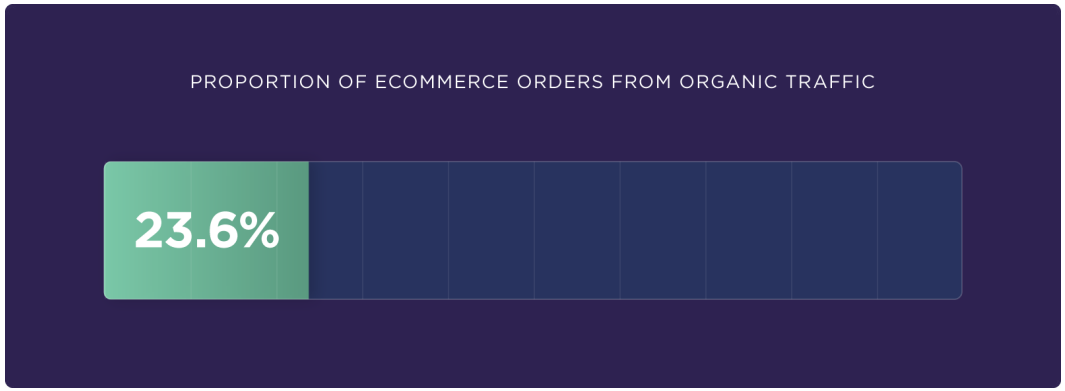
Let's quickly look at some interesting stats...

44% of people start their online shopping journey with a Google search (nChannel).

37.5% of all traffic to ecommerce sites comes from search engines (SEMrush).



23.6% of ecommerce orders are directly tied to organic traffic (Business Insider).



With that, let's dive into the actionable strategies in today's guide.

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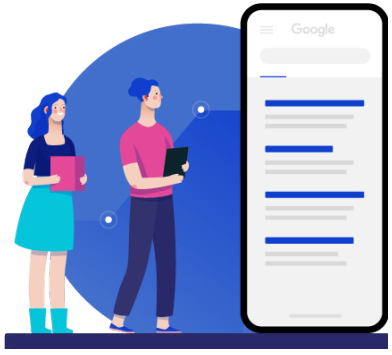

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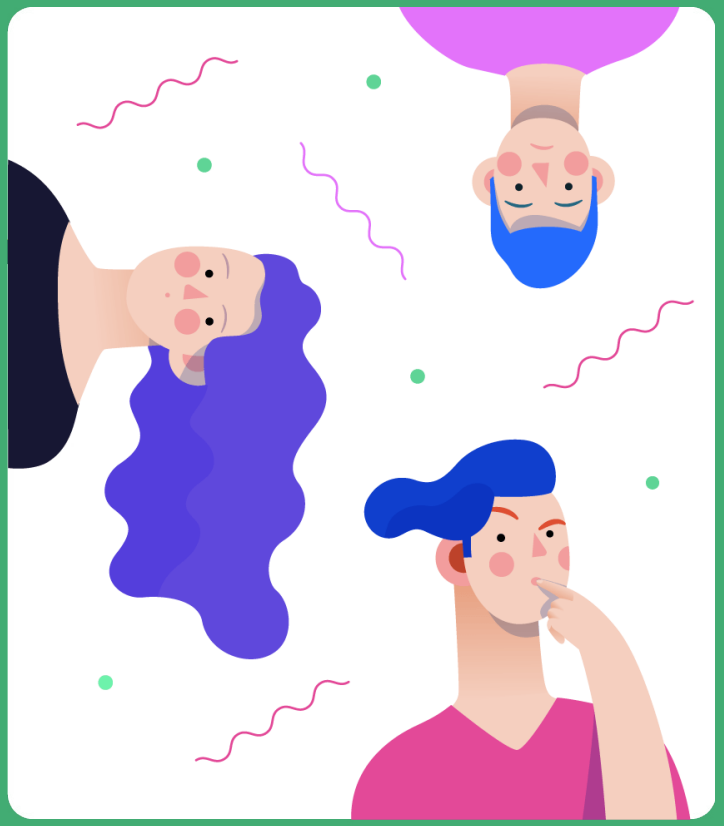
Ecommerce Keyword Research



Keyword research is the foundation of every ecommerce SEO campaign.

Why?

Because keyword research informs **every other SEO-related task you do on your website**.

(For example, without keywords, it's impossible to optimize your product and category pages).

Believe it or not, but your list of keywords influence your technical SEO too. That's because your site architecture and URLs need to take keywords into account.

As you can see, keyword research is a VERY big deal for your ecommerce site.

And here's exactly how to find untapped terms that your customers search for... and how to choose the best keywords for your site.

How To Find Keywords For Ecommerce Product and Category Pages

Most keyword research tutorials focus on “informational keywords”.

These are keywords that people type into search engines to discover helpful “how-to” content.

(Like “How to make pour over coffee”)

While informational keywords have their place in ecommerce, the majority of your site’s keywords will be tailored around **product searches**.

(Like “Chemex coffee filters”)

That means that you need to tackle keyword research with product-focused keywords in mind.

Here’s exactly how to do it:

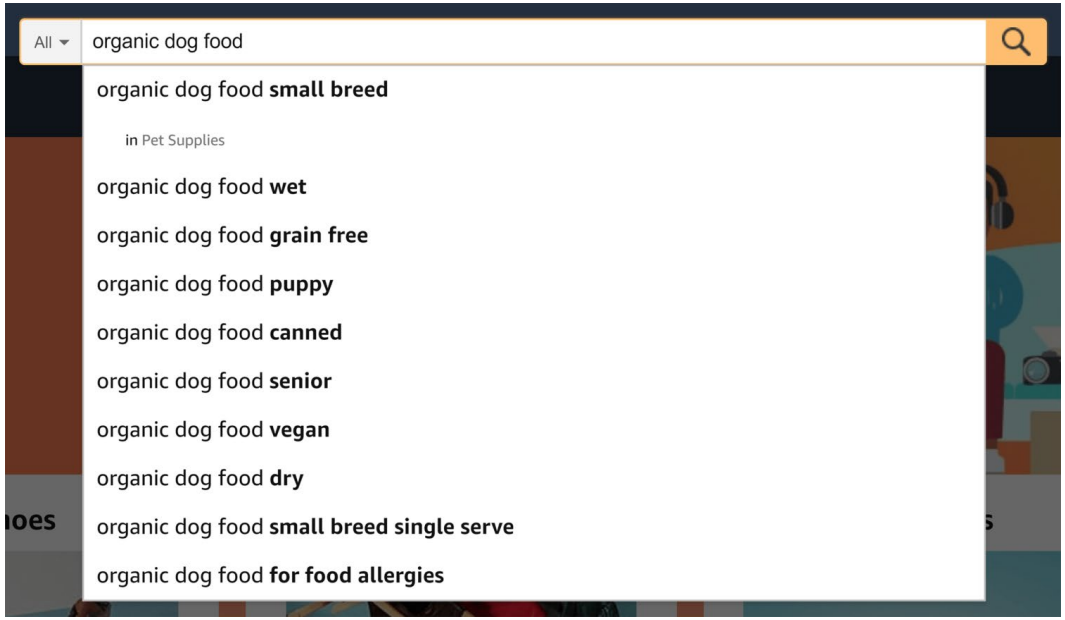
Amazon Suggest

Yes, Amazon is probably your competitor. But it's also the biggest ecommerce site online... which makes Amazon a product keyword goldmine.

Here's how to tap into Amazon for keyword research:

First, head over to Amazon and enter a keyword that describes one of your products.

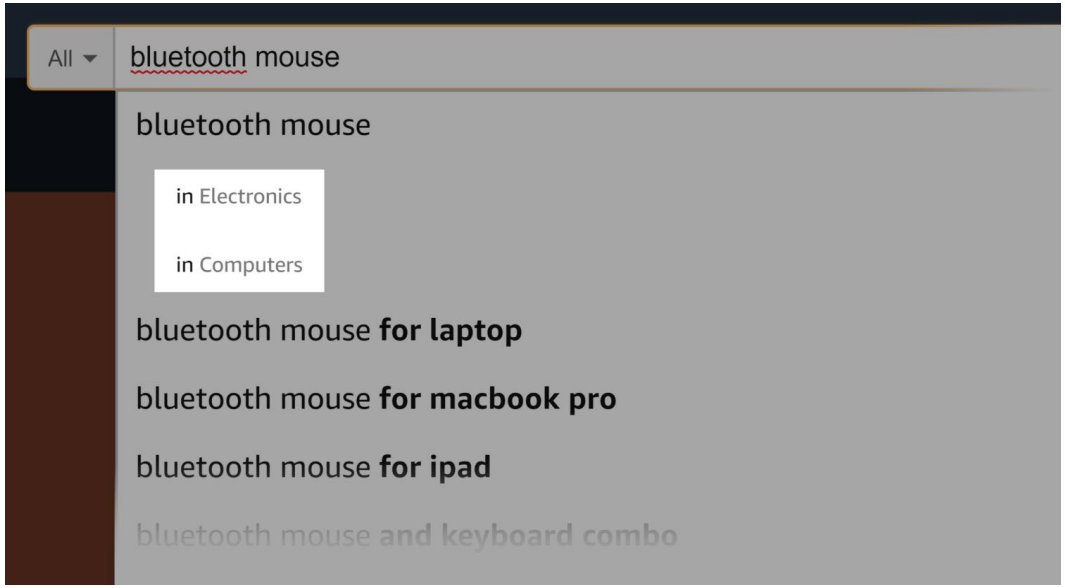
When you do, Amazon will list suggestions around that keyword.


All
organic dog food
organic dog food small breed
in Pet Supplies
organic dog food wet
organic dog food grain free
organic dog food puppy
organic dog food canned
organic dog food senior
organic dog food vegan
organic dog food dry
organic dog food small breed single serve
organic dog food for food allergies

The keywords Amazon suggests tend to be very targeted (also known as long tail keywords). Not only do long tail keywords tend to convert better than shorter terms, but they're usually less competitive too.

Rinse and repeat for the most important products on your site.

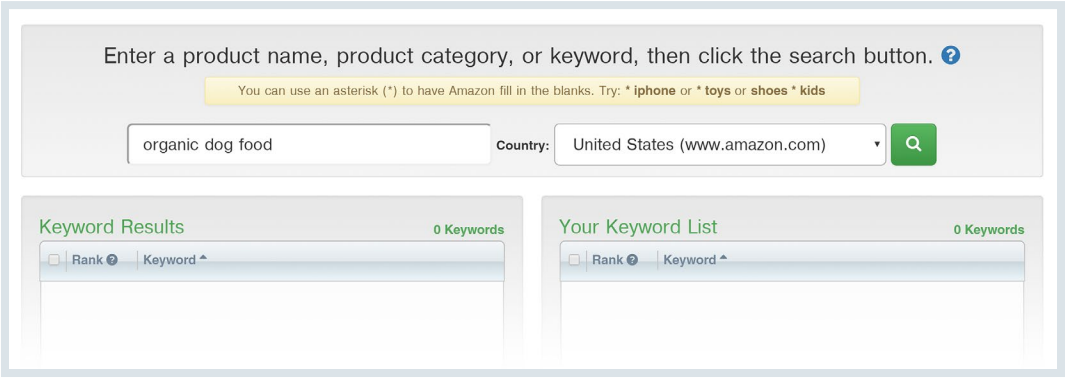
Pro Tip: Amazon will sometimes suggest categories above the keyword suggestions. These make great keywords to use for category pages.



Keyword Tool Dominator

Keyword Tool Dominator is a nifty keyword tool that scrapes Amazon's search suggestions.

To use it, just enter a seed keyword into the tool:


Enter a product name, product category, or keyword, then click the search button.
You can use an asterisk (*) to have Amazon fill in the blanks. Try: * iphone or * toys or shoes * kids
organic dog food
Country:
United States (www.amazon.com)
Keyword Results
0 Keywords
Rank
Keyword
Your Keyword List
0 Keywords
Rank
Keyword

And it will spit out dozens of keyword suggestions.

Keyword Results

53 Keywords

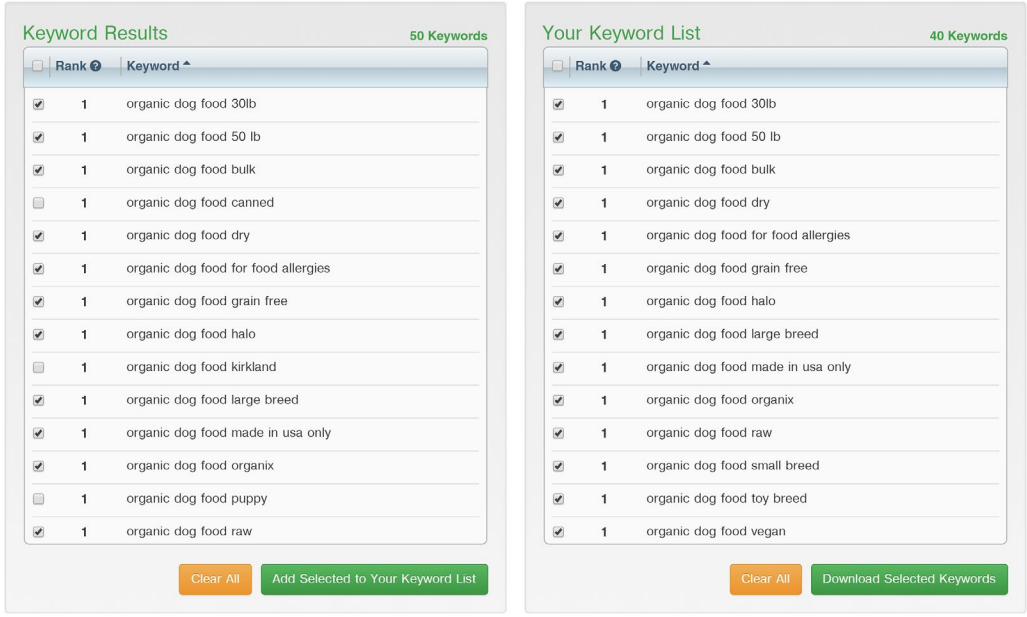
Rank	Keyword
1	organic dog food 30lb
1	organic dog food 40lbs
1	organic dog food 50 lb
1	organic dog food beef
1	organic dog food canned
1	organic dog food dry
1	organic dog food for food allergies
1	organic dog food grain free
1	organic dog food halo
1	organic dog food kirkland
1	organic dog food large breed
1	organic dog food made in usa only
1	organic dog food organix
1	organic dog food puppy

Clear All | Add Selected to Your Keyword List

Yup, this tool makes finding long tail keywords from Amazon Suggest significantly faster. But in my experience it gives you more keyword ideas too.

For example, when I used the keyword “organic dog food”, Amazon suggest gave me 8 keyword ideas. The tool spit out 49.

To keep things organized, you can save the best keywords to a list.


Keyword Results
50 Keywords
Rank
Keyword
1 organic dog food 30lb
1 organic dog food 50 lb
1 organic dog food bulk
1 organic dog food canned
1 organic dog food dry
1 organic dog food for food allergies
1 organic dog food grain free
1 organic dog food halo
1 organic dog food kirkland
1 organic dog food large breed
1 organic dog food made in usa only
1 organic dog food organix
1 organic dog food puppy
1 organic dog food raw
Clear All
Add Selected to Your Keyword List
Your Keyword List
40 Keywords
Rank
Keyword
1 organic dog food 30lb
1 organic dog food 50 lb
1 organic dog food bulk
1 organic dog food dry
1 organic dog food for food allergies
1 organic dog food grain free
1 organic dog food halo
1 organic dog food large breed
1 organic dog food made in usa only
1 organic dog food organix
1 organic dog food raw
1 organic dog food small breed
1 organic dog food toy breed
1 organic dog food vegan
Clear All
Download Selected Keywords

Before we leave Amazon, it’s time to use one more feature on the site that’s a goldmine for category page keywords.

Amazon (and Competitor) Categories

As someone that's consulted for **dozens** of ecommerce businesses, I can tell you firsthand that lots of ecommerce site owners optimize their category pages around random keywords.

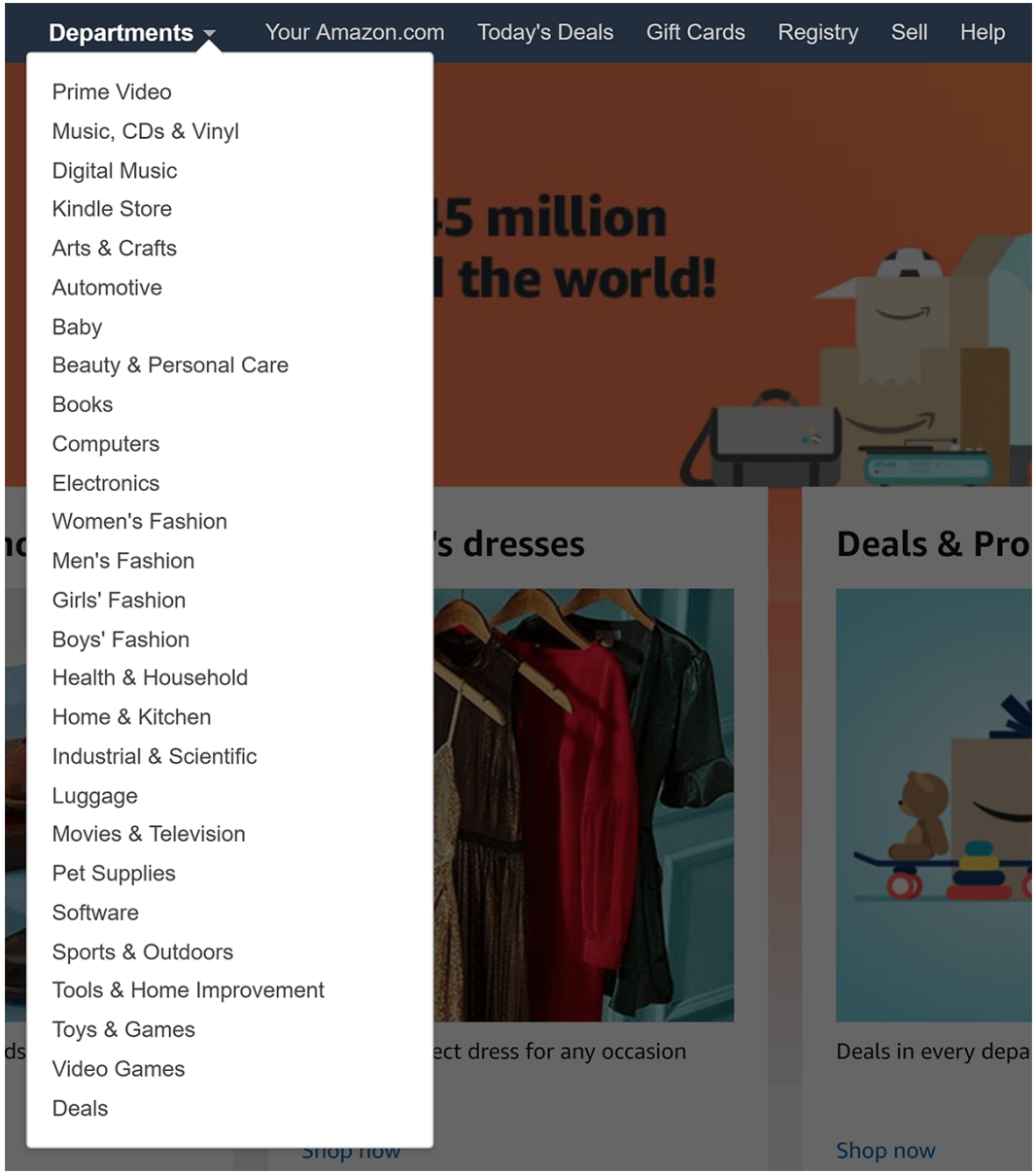
Sure, they'll put some thought into what their customers might use to find products in that category. But the keywords they use tend to be, let's just say...less than ideal.

This is a HUGE mistake. While category pages may not convert as well as product pages, they still generate sales. So it makes sense to spend time finding keywords for your category pages.

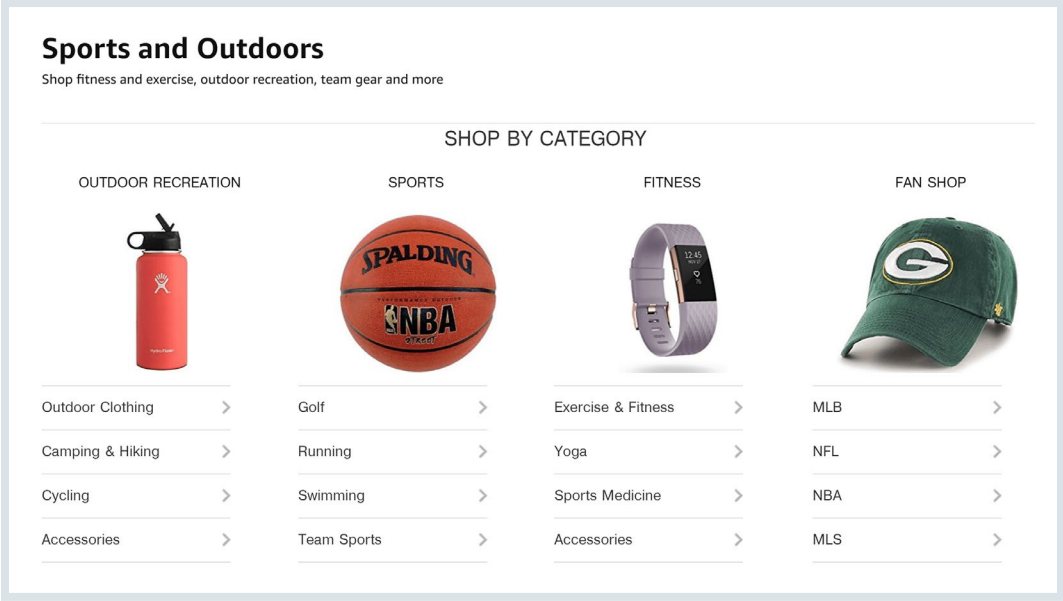
And the best way to do that?

Look at the categories your competitors already use.

If you're competing against Amazon, hover over the "Departments" button at the top of the homepage. This will list out Amazon's main categories.



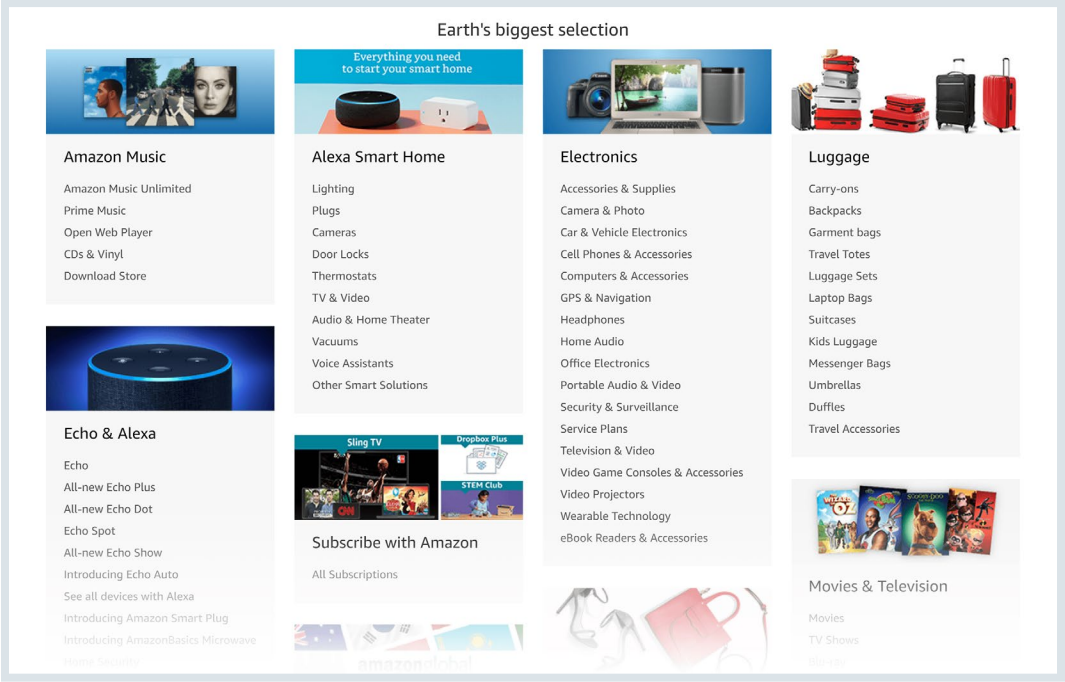
These are probably too broad for your site. So click on any that make sense so you can see that department's **subcategories**:



Now we're talking.

You can also hit up Amazon's list of departments.

This will show you all of Amazon's departments (and subcategories) on a single page.



Now it's time to dig deep through the list and find category-focused keywords that match what your site sells.

For example, let's say your site sells healthy dog food.

You'd go to the "Pet supplies" category:

Pet supplies

Dogs

Cats

Fish & Aquatic Pets

Birds

Horses

Reptiles & Amphibians

Small Animals

Then click on “dogs”.

Pet supplies

Dogs

Cats

Fish & Aquatic Pets

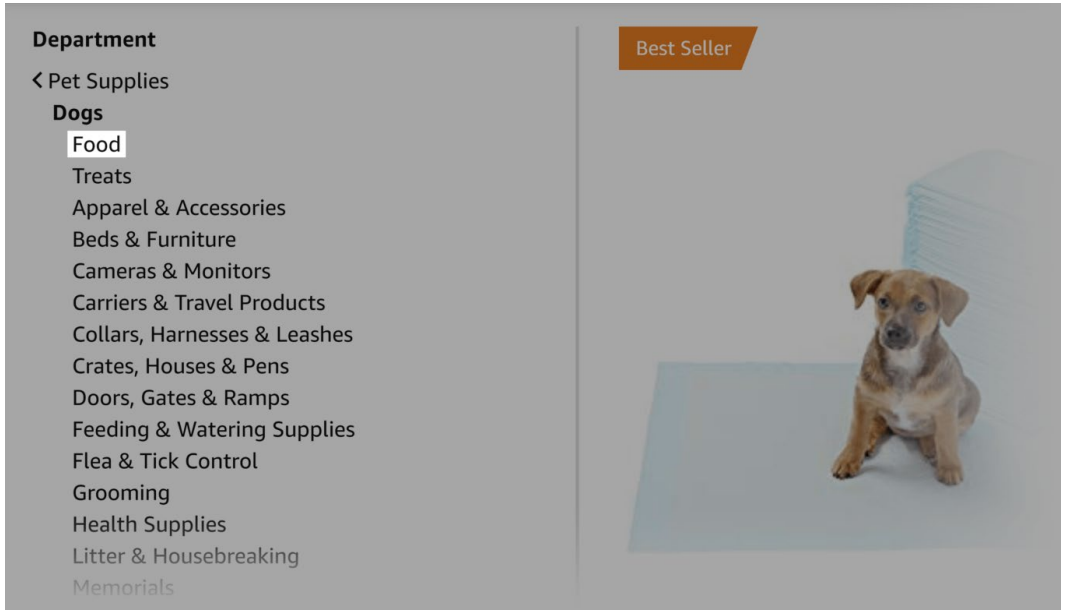
Birds

Horses

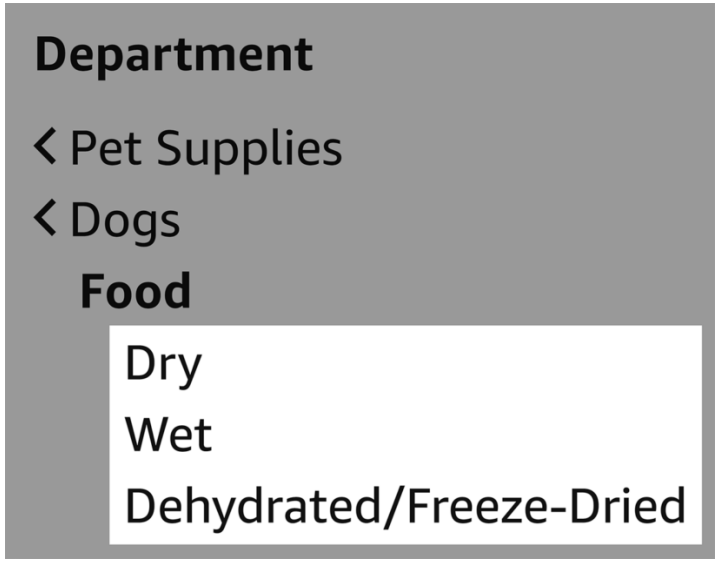
Reptiles & Amphibians

Small Animals

Then choose “food” from the list:



And Amazon will show you keywords they use to describe their dog food-related categories in the sidebar:



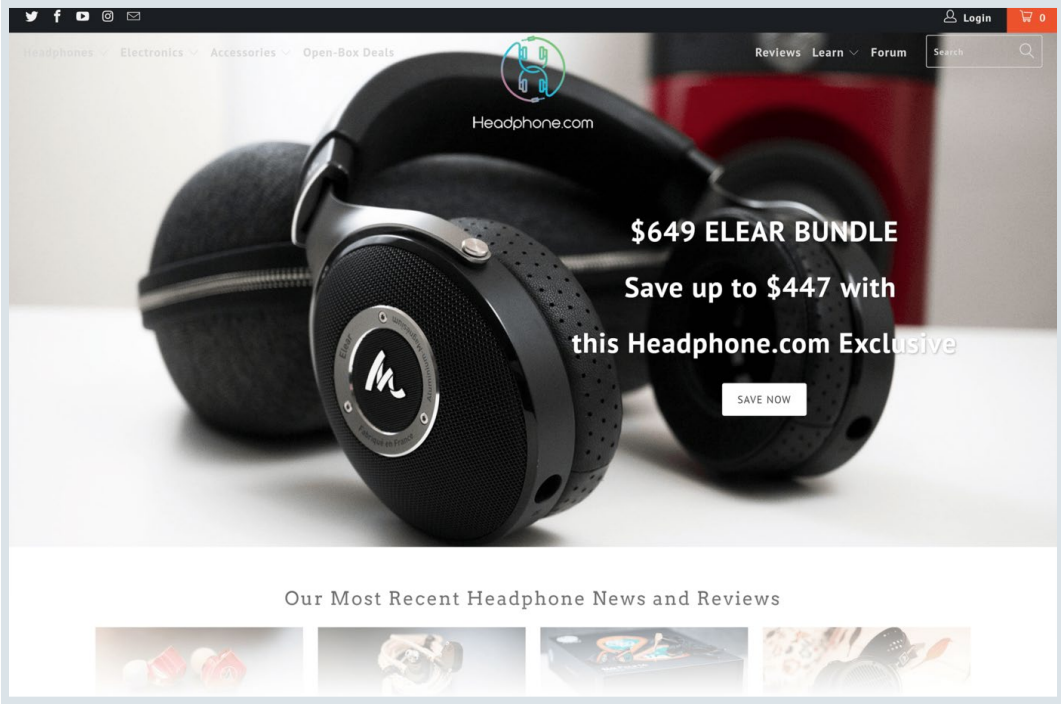
These are all GREAT keywords to consider using for your dog food ecommerce category pages.

Pro Tip: If your category is unique in some way, make sure to include that unique feature in your keyword. For example, you could turn the Amazon keyword “dry dog food” into “healthy dry dog food” or “raw dry dog food”. These keywords are going to be less competitive and more targeted than the broad versions of those terms.

Amazon is a great resource for finding category page keywords. But it’s far from the only place you can find category page keywords that your customers search for every day.

That’s why I also recommend taking a look at the keywords that your industry competitors use to describe their categories.

So if your ecommerce site sells high-end headphones, you'd want to head to Headphone.com.



And just like you did with Amazon, look at the terms they optimize their category pages around.

And add those keywords to your list.

Wikipedia

Wikipedia is one of the BEST places to find keyword for product and category pages.

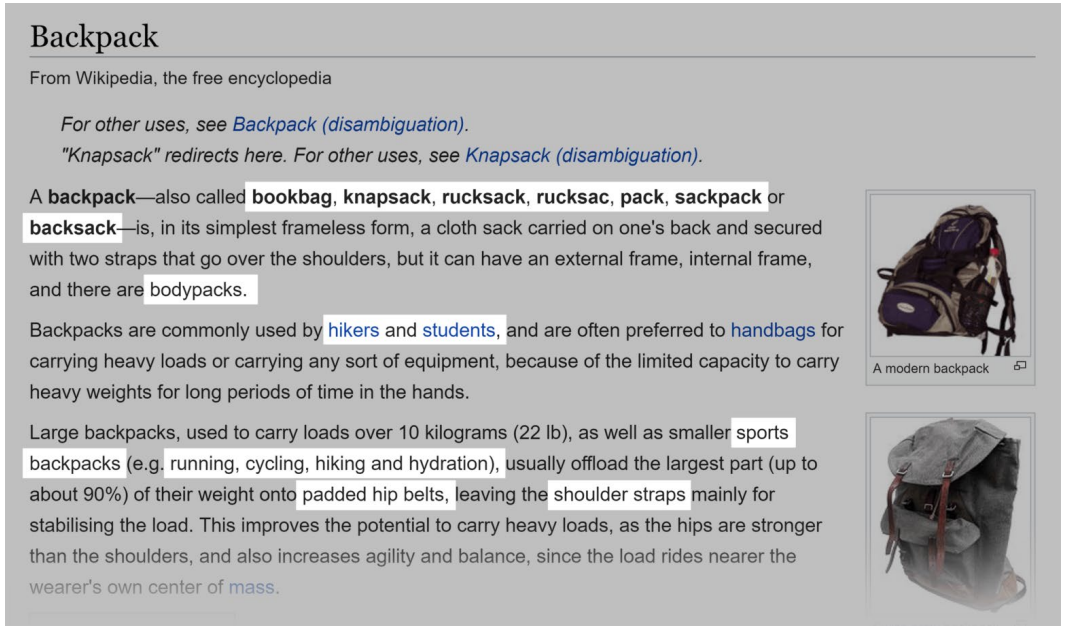
Here's why:

Just like with category pages on your ecommerce competitor sites, Wikipedia organizes things by keywords and categories. In other words: they've done the hard work for you!

Let's look at an example of how you can use Wikipedia for ecommerce keyword research.

First, enter a keyword that describes a product or category your site sells:

Then scan the Wikipedia entry for words and phrases that make sense for the products you have on your site:



Backpack

From Wikipedia, the free encyclopedia

For other uses, see Backpack (disambiguation).
"Knapsack" redirects here. For other uses, see Knapsack (disambiguation).

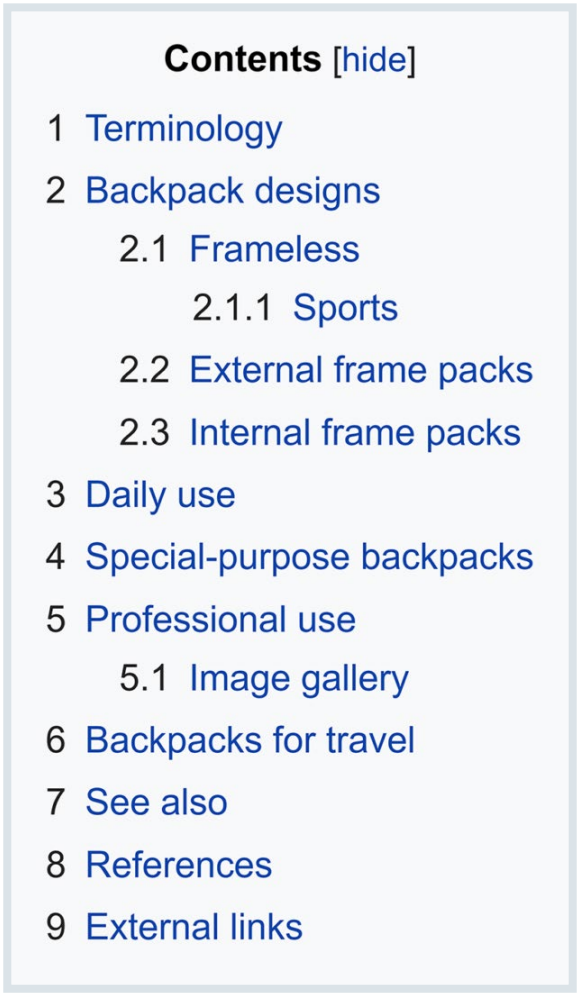
A **backpack**—also called **bookbag**, **knapsack**, **rucksack**, **rucksac**, **pack**, **sackpack** or **backsack**—is, in its simplest frameless form, a cloth sack carried on one's back and secured with two straps that go over the shoulders, but it can have an external frame, internal frame, and there are bodypacks.

A modern backpack

Backpacks are commonly used by hikers and students, and are often preferred to handbags for carrying heavy loads or carrying any sort of equipment, because of the limited capacity to carry heavy weights for long periods of time in the hands.

Large backpacks, used to carry loads over 10 kilograms (22 lb), as well as smaller sports backpacks (e.g. running, cycling, hiking and hydration), usually offload the largest part (up to about 90%) of their weight onto padded hip belts, leaving the shoulder straps mainly for stabilising the load. This improves the potential to carry heavy loads, as the hips are stronger than the shoulders, and also increases agility and balance, since the load rides nearer the wearer's own center of mass.

Make sure to take a look at the contents box. These can sometimes reveal excellent category page keywords.



Once you've exhausted Wikipedia's keyword suggestions, it's time to move onto one of my favorite keyword research tools: SEMrush.

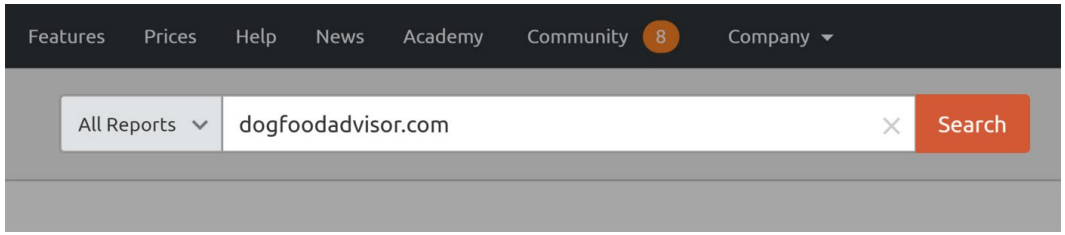
SEMrush

The strategies I outlined so far should have helped you get a hefty list of keyword ideas.

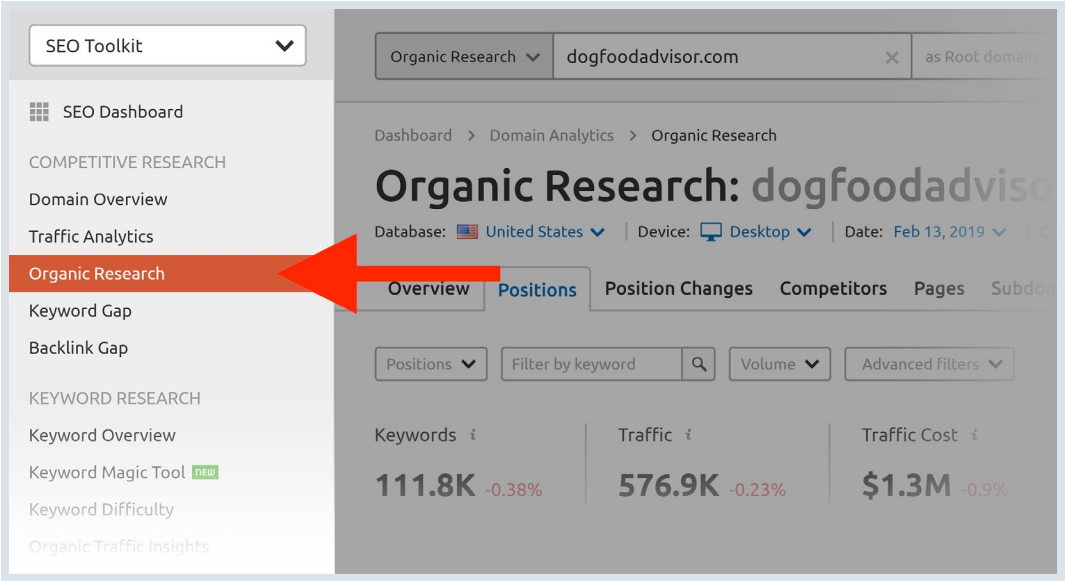
But SEMRush is a little bit different. SEMrush doesn't generate new keyword ideas based on seed keywords. Instead, it shows you keywords that your competition already ranks for.

Let's take a look at how you can use this tool to find keywords for your ecommerce site.

First, enter a competitor into SEMrush's search field:



Then click “organic research” in the sidebar:



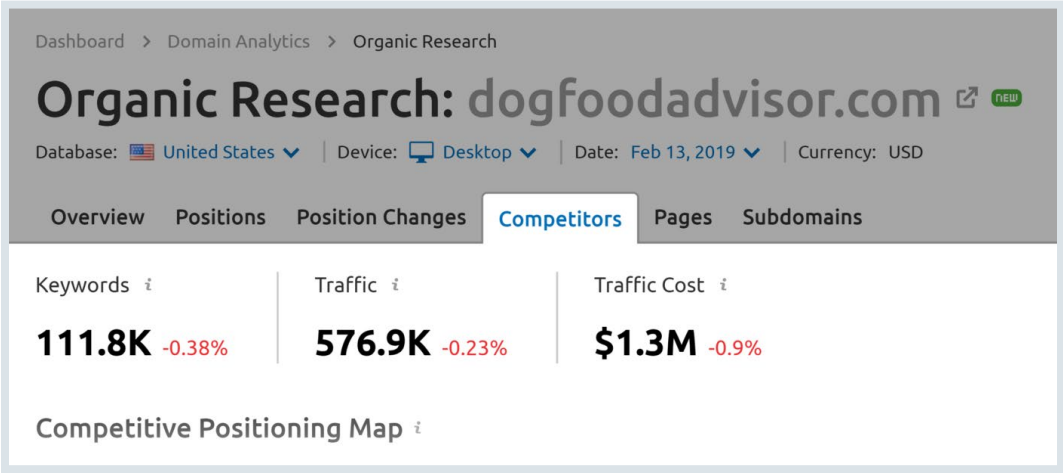
This will show you all of the keywords that your competitor ranks for:

Organic Search Positions 1 - 100 (111,837)

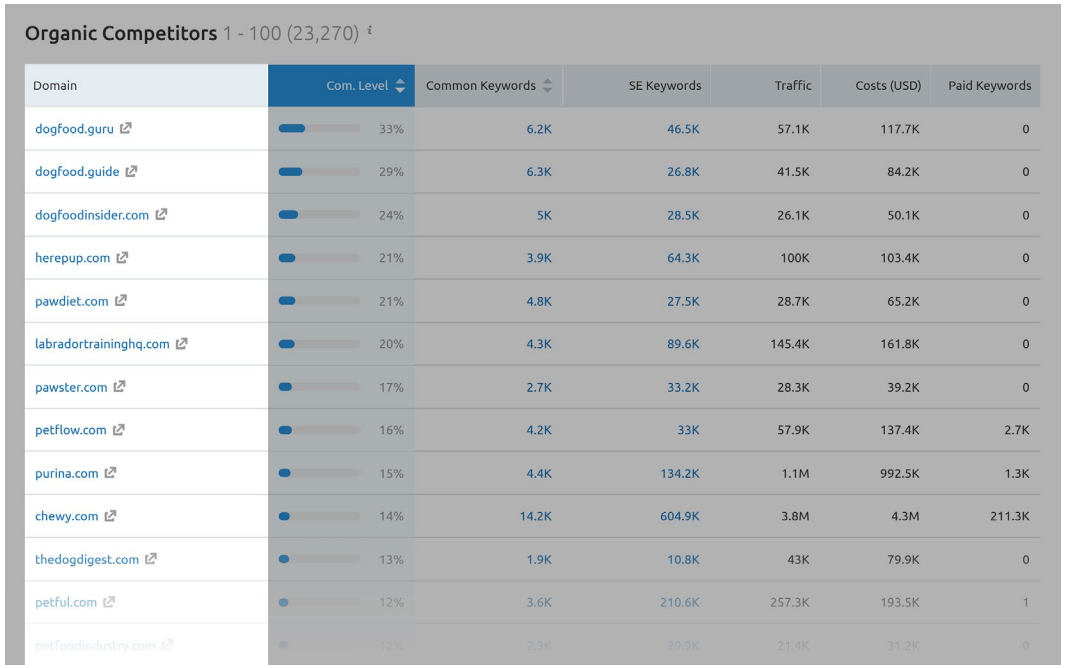
Keyword	Pos.	Diff.	Traffic	Traffic %	Volume	KD%	CPC (USD)	URL
dog food advisor	1 → 1	0	39,600	6.81	49,500	71.58	2.38	https://www.dogfoo... com/
best dog food	1 → 1	0	34,780	5.98	74,000	72.69	2.55	https://www.dogfoo... ods/
best puppy food	1 → 1	0	10,434	1.79	22,200	56.45	1.55	https://www.dogfoo... ods/
best dog food	2 → 2	0	9,620	1.65	74,000	72.69	2.55	https://www.dogfoo... ods/
pure balance dog food	1 → 1	0	8,507	1.46	18,100	54.21	0.99	https://www.dogfoo... ood/
best dry dog food	1 → 1	0	6,956	1.19	14,800	64.39	2.71	https://www.dogfoo... ods/
dog food ratings	1 → 1	0	6,480	1.11	8,100	66.29	1.17	https://www.dogfoo... com/
best dog food brands	1 → 1	0	4,653	0.80	9,900	66.39	2.85	https://www.dogfoo... ods/
dog food reviews	1 → 1	0	3,807	0.65	8,100	57.28	1.56	https://www.dogfoo... com/
dog food	7 → 6	↑1	3,700	0.63	74,000	80.61	6.59	https://www.dogfoo... ods/
best grain free dog food	1 → 1	0	3,102	0.53	6,600	64.34	2.53	https://www.dogfoo... ods/
best dog food for puppies	1 → 1	0	3,102	0.53	6,600	54.80	1.55	https://www.dogfoo... ods/
dog food	• → 7	new	2,960	0.50	74,000	80.61	6.59	https://www.dogfoo... com/
best puppy food	2 → 2	0	2,886	0.49	22,200	56.45	1.55	https://www.dogfoo... tar/
pet food advisor	1 → 1	0	2,880	0.49	3,600	57.88	3.46	https://www.dogfoo... com/
hypoallergenic dog food	1 → 1	0	2,538	0.43	5,400	53.91	4.03	https://www.dogfoo...

Nice!

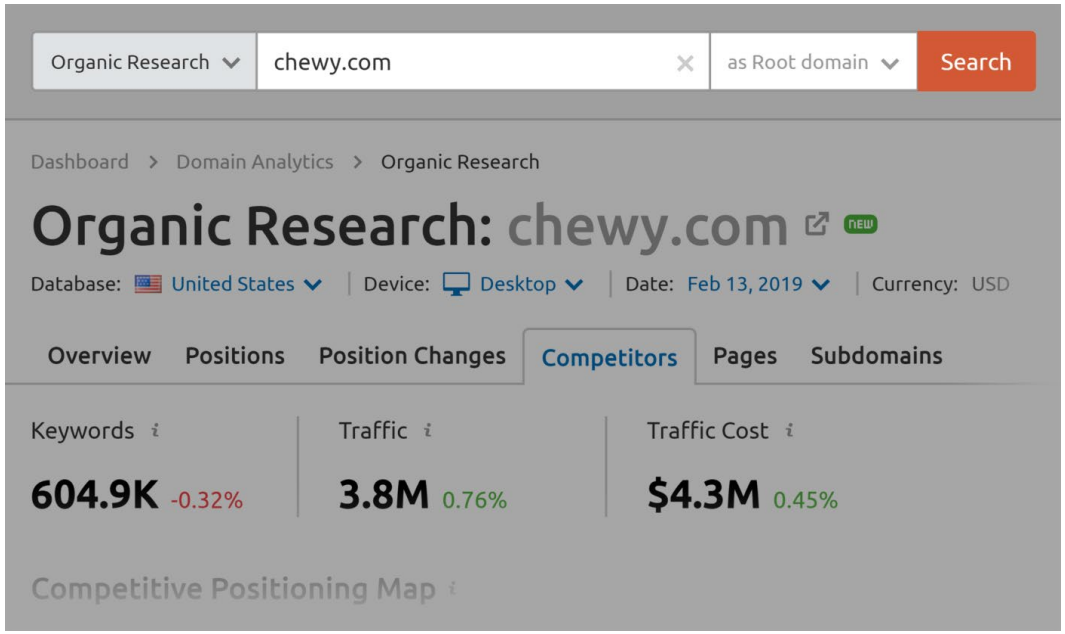
If you want to squeeze every keyword out of SEMrush, check out the “competitors” report:



SEMrush will show you sites that are similar to the one you’re looking at.


Organic Competitors 1 - 100 (23,270)
Domain
Com. Level
Common Keywords
SE Keywords
Traffic
Costs (USD)
Paid Keywords
dogfood.guru 33% 6.2K 46.5K 57.1K 117.7K 0
dogfood.guide 29% 6.3K 26.8K 41.5K 84.2K 0
dogfoodinsider.com 24% 5K 28.5K 26.1K 50.1K 0
herepup.com 21% 3.9K 64.3K 100K 103.4K 0
pawdiet.com 21% 4.8K 27.5K 28.7K 65.2K 0
labradortraininghq.com 20% 4.3K 89.6K 145.4K 161.8K 0
pawster.com 17% 2.7K 33.2K 28.3K 39.2K 0
petflow.com 16% 4.2K 33K 57.9K 137.4K 2.7K
purina.com 15% 4.4K 134.2K 1.1M 992.5K 1.3K
chewy.com 14% 14.2K 604.9K 3.8M 4.3M 211.3K
thedogdigest.com 13% 1.9K 10.8K 43K 79.9K 0
petful.com 12% 3.6K 210.6K 257.3K 193.5K 1

Repeat this process with the competitors you just found.



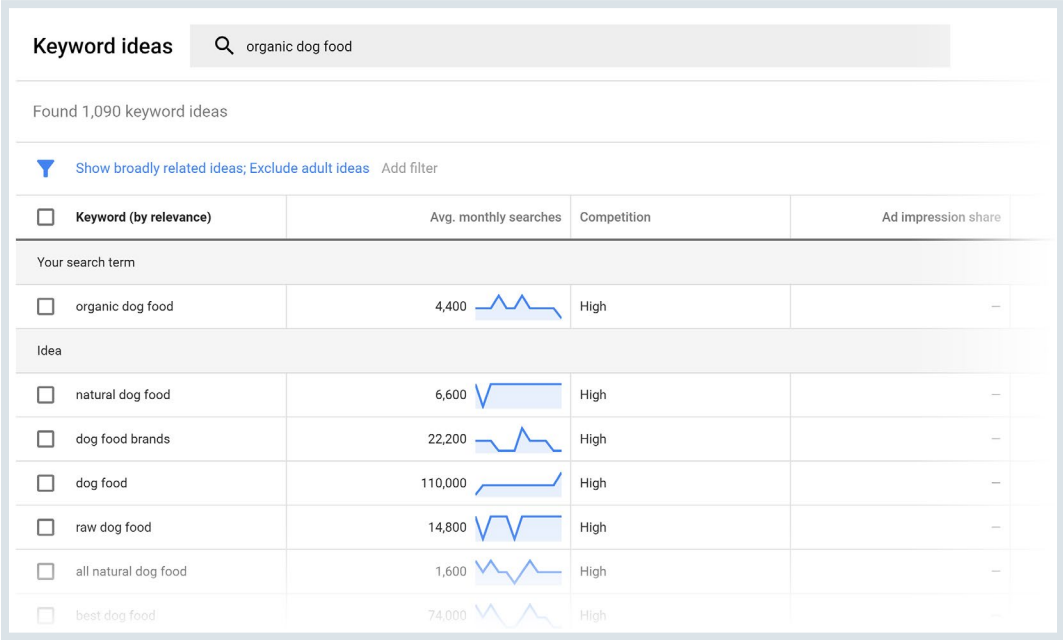
This should give you enough keywords to last you until 2037.

Google Keyword Planner

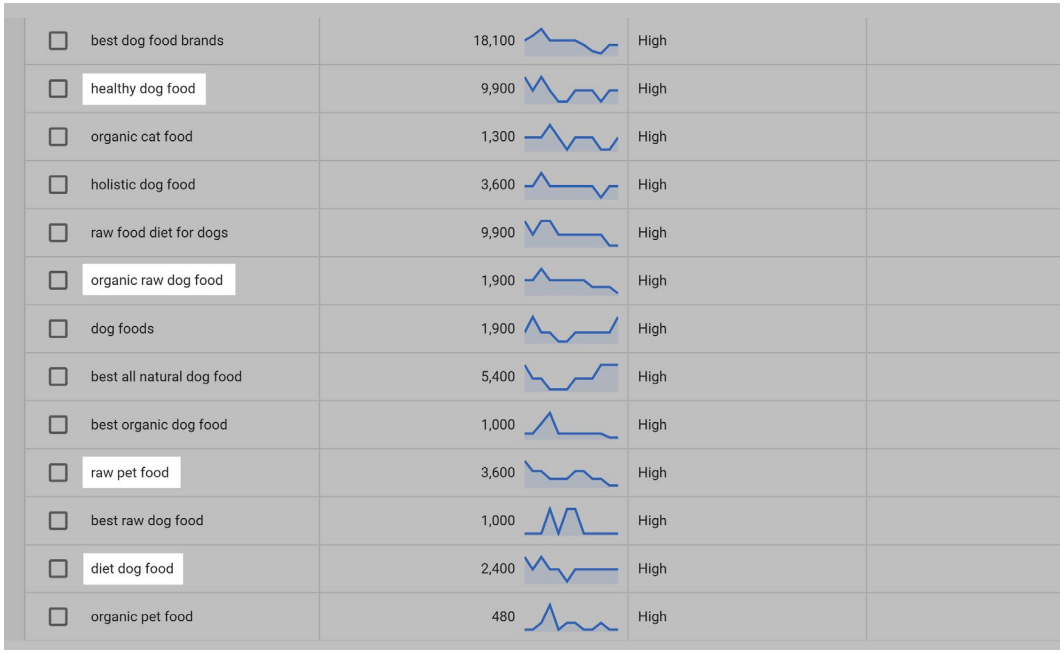
Last but not least we have the good ol' Google Keyword Planner.

Even though the GKP is a halfway decent keyword tool, it's not very good at generating unique keyword ideas.

For example, if you enter a category page keyword like "organic dog food" into the GKP, it spits out super-close variations of that term:



That said, if you do some digging, you can find some gems that aren't straight-up variations of the keyword you just typed in.



☐	best dog food brands	18,100	High
☐	healthy dog food	9,900	High
☐	organic cat food	1,300	High
☐	holistic dog food	3,600	High
☐	raw food diet for dogs	9,900	High
☐	organic raw dog food	1,900	High
☐	dog foods	1,900	High
☐	best all natural dog food	5,400	High
☐	best organic dog food	1,000	High
☐	raw pet food	3,600	High
☐	best raw dog food	1,000	High
☐	diet dog food	2,400	High
☐	organic pet food	480	High

Because the Google Keyword Planner doesn't generate a lot of unique keywords, I recommend using it to check search volume and commercial intent.

Which leads us to our next step...

How to Choose Keywords for Ecommerce Product and Category Pages

Now that you have a list of potential keywords in-hand, you're probably wondering:

Which keywords should I choose?

The answer? Use this 4-step checklist to identify the best keywords for your ecommerce site.

#1 Search Volume

This is (by far) the most important metric when evaluating a search term.

After all:

If no one searches for that keyword, it doesn't really matter how well it converts or how competitive Google's first page happens to be.

That said, there's no way for me to give you specific search volume recommendations. In some industries, 100 searches per month is A LOT. In others, 10k monthly searches is nothing.

Over time you'll get an idea of what a "high volume" and "low volume" keyword is for your industry.

To find the search volume for a given keyword, just pop it into the GKP. You'll find the number of searches in the "Avg. monthly searches" column.

Keyword (by relevance)	Avg. monthly searches	Competition	Ad impression share
Your search term			
organic dog food	4,400	High	–
Idea			
natural dog food	6,600	High	–
dog food brands	22,200	High	–
dog food	110,000	High	–
raw dog food	14,800	High	–
all natural dog food	1,600	High	–
best dog food	74,000	High	–
wellness dog food	18,100	High	–
raw diet for dogs	9,900	High	–
best dog food brands	18,100	High	–
healthy dog food	9,900	High	–
organic cat food	1,300	High	–

Pro Tip: Some keywords have HUGE seasonal variations. You're obviously going to get more searches for "ugly Christmas sweaters" in December than in June. But there are lots of non-seasonal keywords that have peaks and valleys throughout the year. For example, the keyword "organic dog food brands" gets 4x more searches in April than December.

Why? Who knows. But it's an important thing to note as these fluctuations can directly impact your bottom line.

To quickly see how search volume changes throughout the year, type your keyword into KWFinder. And it'll show you a nifty chart with month-to-month search volume info.

#2 Keyword-Product Fit

This is a big one. Let's say you find a keyword that gets tons of searches. It must be a winner right?

Well...not really.

That's because the keyword may not be a perfect fit well with what your site sells.

If the keyword you pick is even a little bit of a stretch compared to what you have for sale on your ecommerce site, people that search for that term aren't going to convert.

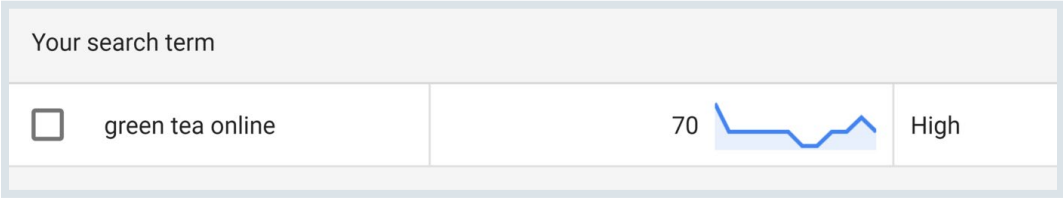
So before you move onto the next two stages in this process, double-check that the keyword you're considering fits your site like a glove.

For example, let's say your site sells Japanese green tea bags. And you come across a keyword like "matcha green tea powder".

Even though you don't sell green tea powder (only tea bags), you might be able to create a category page around this term... and convert those searchers to what your site actually sells.

But it's tricky to pull off. That's why I recommend stretching into other product categories AFTER you exhaust keywords that your target customers search for.

Even though the keyword may get fewer searches, I recommend choosing a keyword that's much more targeted to your business, like "green tea online".



Now that you've got a list of keywords that people search for (and fit well with your site's products) it's time to see if these searchers are ready to whip out their credit card and make a purchase.

#3: Commercial Intent

Ranking #1 for a high-volume keyword? Awesome.

Ranking #1 for a high-volume keyword that tire-kickers search for? Less awesome.

So before you decide on a keyword, take a second to see if people using that keyword are ballers ...or broke browsers.

Fortunately, this is super-easy to do using the Google Keyword Planner.

First, check out the keyword's "Competition" rating.

Keyword (by relevance)	Avg. monthly searches	Competition	Ad impres
Your search term			
green tea	90,500	High	
Idea			
matcha tea	60,500	High	
green tea extract	18,100	High	
oolong tea	60,500	High	
matcha green tea	33,100	High	
benefits of green tea	74,000	Low	
white tea	22,200	High	

"Competition" reflects how many people bid on that keyword in Google Ads. In general, if a lot of people are bidding on a keyword, there's money to be made. That's why, when it comes to ecommerce SEO, I recommend sticking with "medium" and "high" competition keywords.

You also want to take a look at "Top of Page Bid".

Top of Page Bid is how much people tend to spend on a single click in Google Ads. And when it comes to sizing up commercial intent, the higher the suggested bid, the better.

Obviously, keywords with high suggested bids are also more competitive to rank for in Google search. But we'll cover that in the next section.

For now, check out the Top of Page Bid for the keywords on your list.

Keyword	Avg. monthly searches	Competition	Ad impression share	Top of page bid (low range)	Top of page bid (high range)	Account status
Idea						
organic white tea	100 – 1K	High	–	$0.96	$62.08	
green tea polyphenols bene…	10 – 100	Low	–	$5.54	$51.26	
green tea polyphenols	100 – 1K	High	–	$3.39	$44.32	
organic oolong tea	100 – 1K	High	–	$1.48	$33.74	
green tea shop	10 – 100	High	–	$1.30	$21.47	
green tea diet weight loss	100 – 1K	High	–	$1.90	$16.25	
china green dieters tea	100 – 1K	High	–	$0.74	$16.25	
green tea dietary suppleme…	100 – 1K	High	–	$0.67	$16.25	
green tea diet	1K – 10K	High	–	$0.60	$16.25	
diet green tea benefits	100 – 1K	Medium	–	$3.41	$16.25	
green tea latte	1K – 10K	Medium	–	$3.24	$14.51	
arizona diet green tea	100 – 1K	High	–	$0.51	$11.00	
green tea nutrition	1K – 10K	Low	–	$0.08	$10.10	
ice tea	10K – 100K	Medium	–	$10.00	$10.00	

And note how certain words and phrases that suggest "I'm ready to buy!" impact the estimated bid.

As you can see in this example, the keyword “Japanese green tea” has a suggested bid of $2.20.

Keyword	Avg. monthly searches	Competition	Ad impression share	Top of page bid (low range)	Top of page bid (high range)	Account status
japanese green tea	1K – 10K	High	–	$0.73	$2.20	
rose tea	1K – 10K	High	–	$0.56	$2.19	
green tea tablets	100 – 1K	High	–	$0.46	$2.18	
liquid green tea	10 – 100	High	–	$0.44	$2.18	
tea shop	10K – 100K	Medium	–	$0.92	$2.17	
good tea	1K – 10K	High	–	$0.59	$2.15	
rooibos tea	10K – 100K	High	–	$0.70	$2.15	
best quality green tea	100 – 1K	High	–	$1.09	$2.15	
jasmine tea	10K – 100K	High	–	$0.62	$2.14	
strong green tea	100 – 1K	High	–	$0.37	$2.13	
green tea plant	1K – 10K	High	–	$0.34	$2.12	
japanese green tea powder	100 – 1K	High	–	$0.58	$2.12	
sweet tea	10K – 100K	High	–	$0.12	$2.11	
natural green tea	100 – 1K	High	–	$0.45	$2.11	
fennel tea	1K – 10K	High	–	$0.50	$2.10	
genmaicha	1K – 10K	High	–	$0.75	$2.10	

That’s because many people searching for that keyword probably aren’t ready to make a purchase. They might be looking up the definition. Or they might be curious about the health benefits of green tea.

On the other hand, a similar keyword like “buy green tea online” has a suggested bid that’s 2.4x higher.

Keyword	Avg. monthly searches	Competition	Ad impression share	Top of page bid (low range)	Top of page bid (high range)	Account status
buy green tea online	10 – 100	High	–	$1.55	$5.33	
is green tea a good antioxid...	10 – 100	Low	–	$0.97	$5.22	
tea house	10K – 100K	Low	–	$1.27	$5.20	
green tea soap	100 – 1K	High	–	$0.57	$5.09	
buy organic green tea	10 – 100	High	–	$1.42	$5.06	
green tea ice cream	1K – 10K	High	–	$2.00	$5.00	
green tea shampoo	1K – 10K	High	–	$0.88	$5.00	
green tea antioxidants	1K – 10K	Medium	–	$1.69	$4.99	
green tea weight loss	10K – 100K	High	–	$0.68	$4.77	
green tea and weight loss	1K – 10K	Low	–	$0.70	$4.71	
tea leaf green	100 – 1K	High	–	$1.60	$4.70	
order tea online	100 – 1K	High	–	$1.56	$4.62	
organic loose green tea	10 – 100	High	–	$1.06	$4.56	
greente	10 – 100	High	–	$3.00	$4.56	
decaf tea	1K – 10K	High	–	$0.67	$4.55	
decaffeinated tea	1K – 10K	High	–	$0.62	$4.55	

#4 Competition

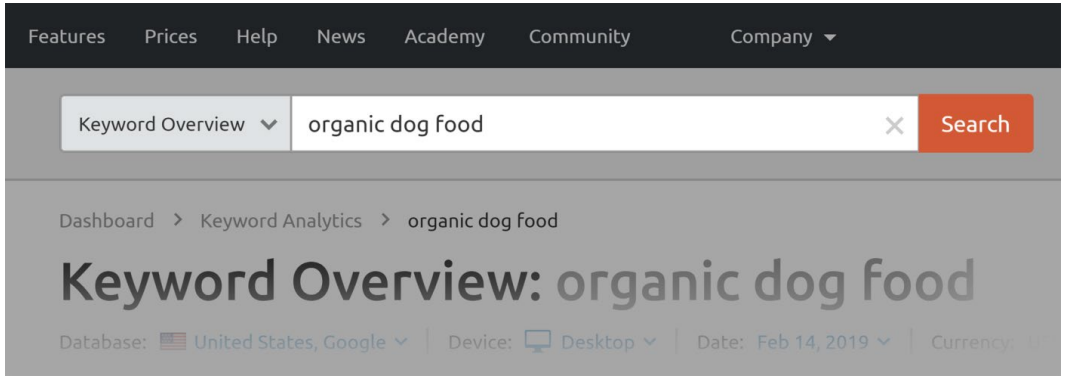
Finally, it’s time to see how hard it’ll be to crack Google’s first page.

Here’s how:

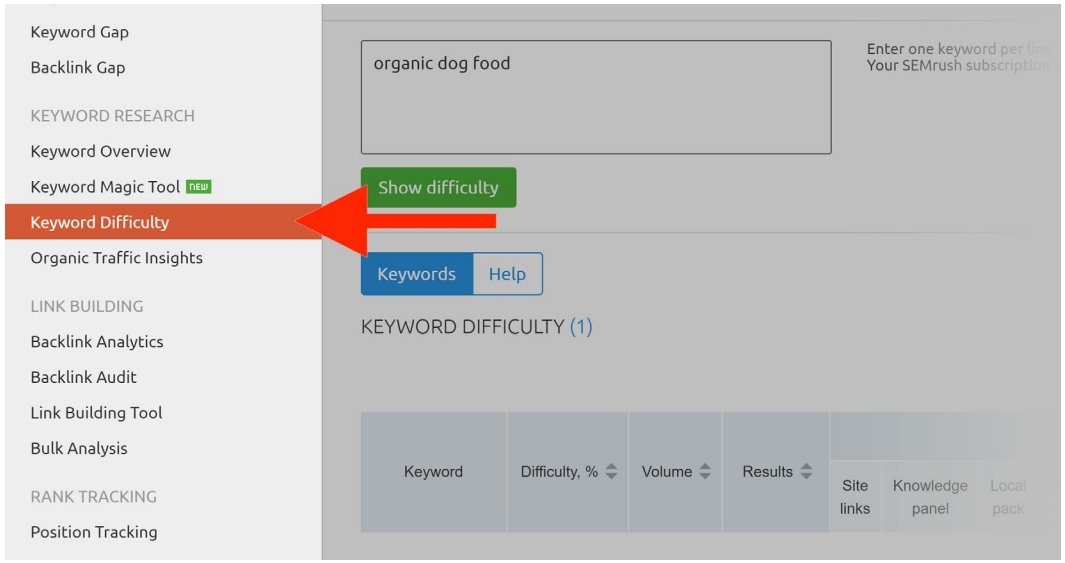
SEMrush’s “Keyword Difficulty”

This metric gives you an idea of how competitive a given keyword is to rank for.

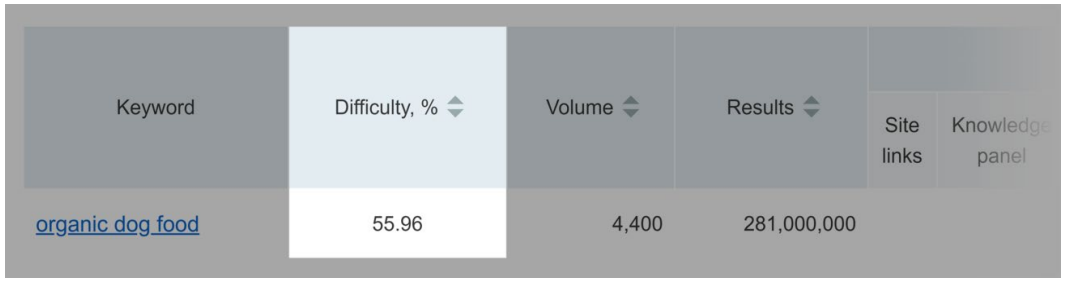
You can find a keyword's difficulty in SEMrush by entering a keyword into the search field...



...clicking on "Keyword Difficulty" in the sidebar...



And then looking at the “Difficulty %” column.



Keyword	Difficulty, %	Volume	Results	Site links	Knowledge panel
organic dog food	55.96	4,400	281,000,000		

The higher that number, the harder it is to rank for that keyword in Google.

Keyword Targeting and Page Optimization

Here's where you see if the sites ranking in the top 10 are optimized around that keyword.

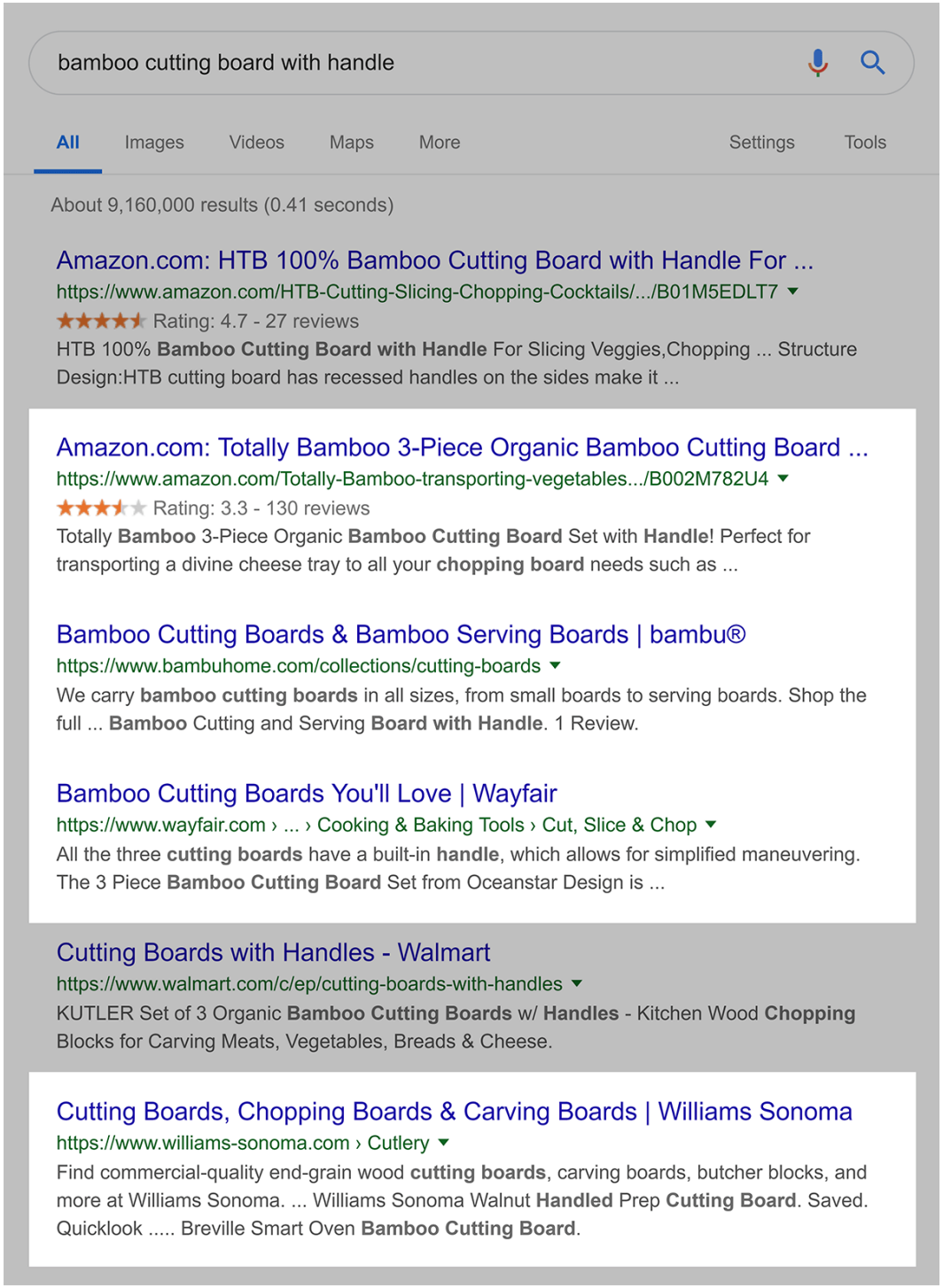
Why is this important?

If the pages in the top 10 are only semi-related to that keyword, you can sometimes outrank them with a highly-targeted page.

For example:

If you search for "bamboo cutting board with handle", you'll notice that some of the results aren't optimized around this specific term:

Share


bamboo cutting board with handle
All
Images
Videos
Maps
More
Settings
Tools
About 9,160,000 results (0.41 seconds)
Amazon.com: HTB 100% Bamboo Cutting Board with Handle For ...
https://www.amazon.com/HTB-Cutting-Slicing-Chopping-Cocktails/.../B01M5EDLT7
Rating: 4.7 - 27 reviews
HTB 100% Bamboo Cutting Board with Handle For Slicing Veggies,Chopping ... Structure Design:HTB cutting board has recessed handles on the sides make it ...
Amazon.com: Totally Bamboo 3-Piece Organic Bamboo Cutting Board ...
https://www.amazon.com/Totally-Bamboo-transporting-vegetables.../B002M782U4
Rating: 3.3 - 130 reviews
Totally Bamboo 3-Piece Organic Bamboo Cutting Board Set with Handle! Perfect for transporting a divine cheese tray to all your chopping board needs such as ...
Bamboo Cutting Boards & Bamboo Serving Boards | bambu®
https://www.bambuhome.com/collections/cutting-boards
We carry bamboo cutting boards in all sizes, from small boards to serving boards. Shop the full ... Bamboo Cutting and Serving Board with Handle. 1 Review.
Bamboo Cutting Boards You'll Love | Wayfair
https://www.wayfair.com › ... › Cooking & Baking Tools › Cut, Slice & Chop
All the three cutting boards have a built-in handle, which allows for simplified maneuvering. The 3 Piece Bamboo Cutting Board Set from Oceanstar Design is ...
Cutting Boards with Handles - Walmart
https://www.walmart.com/c/ep/cutting-boards-with-handles
KUTLER Set of 3 Organic Bamboo Cutting Boards w/ Handles - Kitchen Wood Chopping Blocks for Carving Meats, Vegetables, Breads & Cheese.
Cutting Boards, Chopping Boards & Carving Boards | Williams Sonoma
https://www.williams-sonoma.com › Cutlery
Find commercial-quality end-grain wood cutting boards, carving boards, butcher blocks, and more at Williams Sonoma. ... Williams Sonoma Walnut Handled Prep Cutting Board. Saved. Quicklook ..... Breville Smart Oven Bamboo Cutting Board.

In other words: most people searching for this keyword are probably wondering: “Where da handle at?”.

So if you optimize one of your ecommerce category pages around the keyword “bamboo cutting board with handle”, you’ll have a good shot of cracking the top 10.

Pro Tip: Exact keyword targeting isn’t as important as it once was (thanks to Google Hummingbird). However, if you optimize your page around a super-specific keyword, it gives you an edge over pages that aren’t perfectly optimized.

Now that you have a list of keywords that get searched for, have little competition, AND are likely to turn into buyers, it’s time to set up and optimize your ecommerce site architecture.

Chapter 2

Ecommerce Website Architecture

Site architecture — or how the pages on your site are organized and arranged — is an important SEO consideration for ANY site.

But it's doubly important for ecommerce sites. That's because your average ecommerce site tends to have significantly more pages than your average blog or local pizza shop website.

With that many pages, it's critical that your site architecture makes it easy for users and search engines to find all of your pages.

The Two "Golden Rules" of ecommerce Site Architecture

There are two important rules to keep in mind when it comes to setting up your ecommerce site's structure:

Golden Rule #1:
Keep things simple and scalable

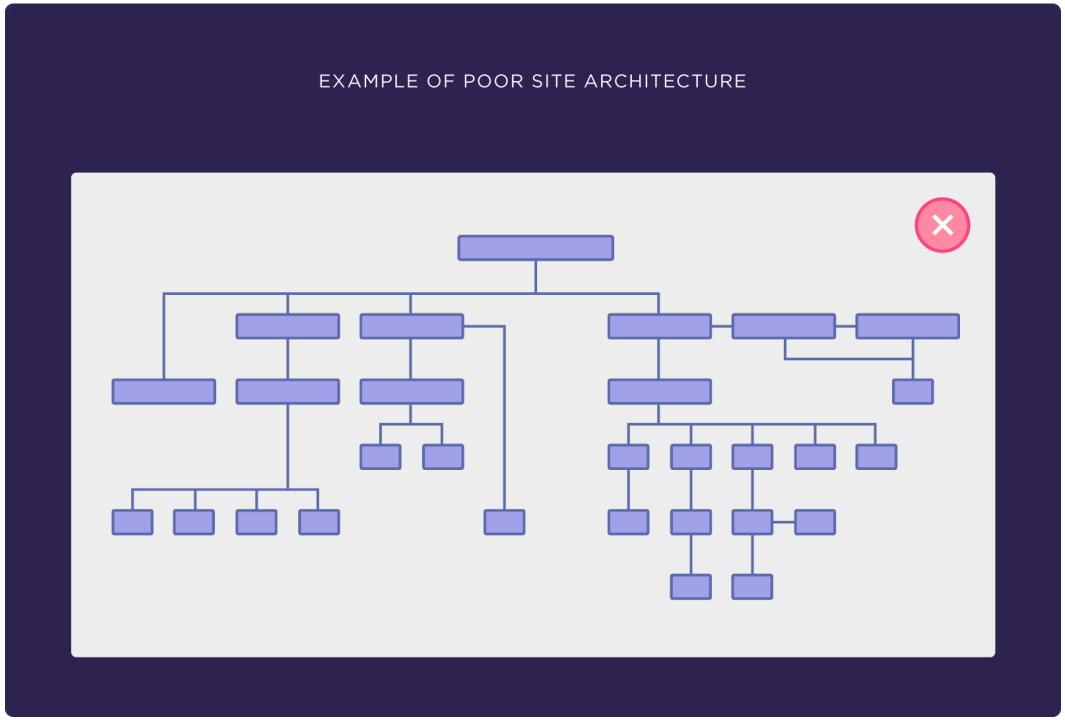
Golden Rule #2:
Keep every page three (or fewer) clicks from your homepage

I'll have more details on these two rules in a minute.

But first, let's look at an example of how the wrong site architecture can hurt your SEO efforts...

Example of How NOT to Setup Your Ecommerce Site's Architecture

Here's an example of a site architecture that breaks the Two Golden rules:



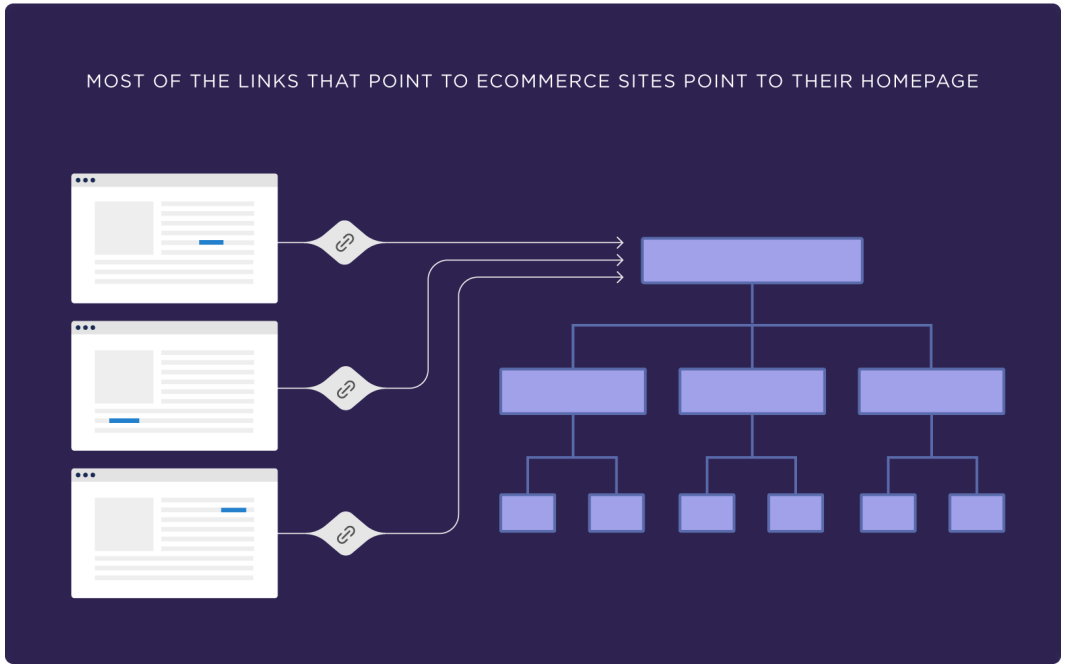
What's wrong with this picture?

First, it's **not simple**. It's hard to understand the logic of what goes where.

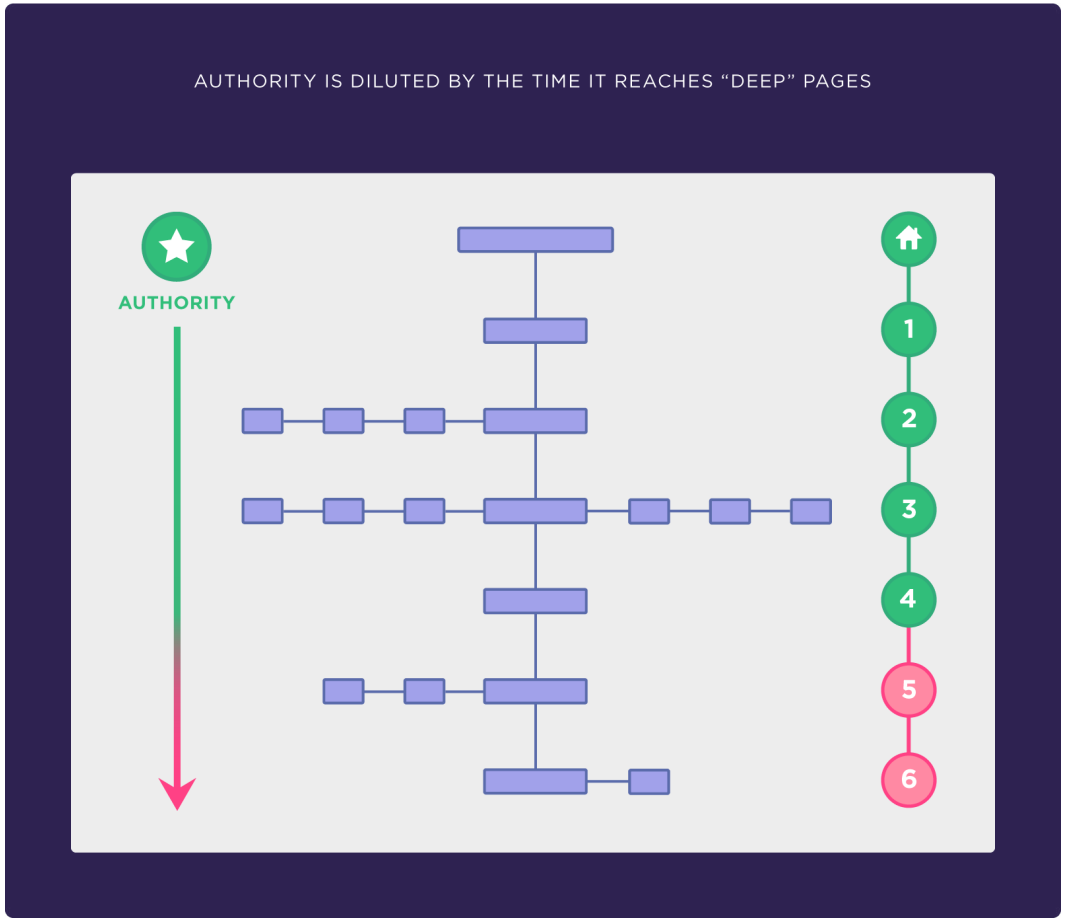
Second, it's **not scalable**. Every time you want to add a new category, you need to create a new layer.... and reorganize your existing categories and subcategories.

But it's also way **too deep**.

Most of the links that point to ecommerce sites point to their homepage.



And when you have a “deep” site architecture, that authority is diluted by the time it reaches your product and category pages.



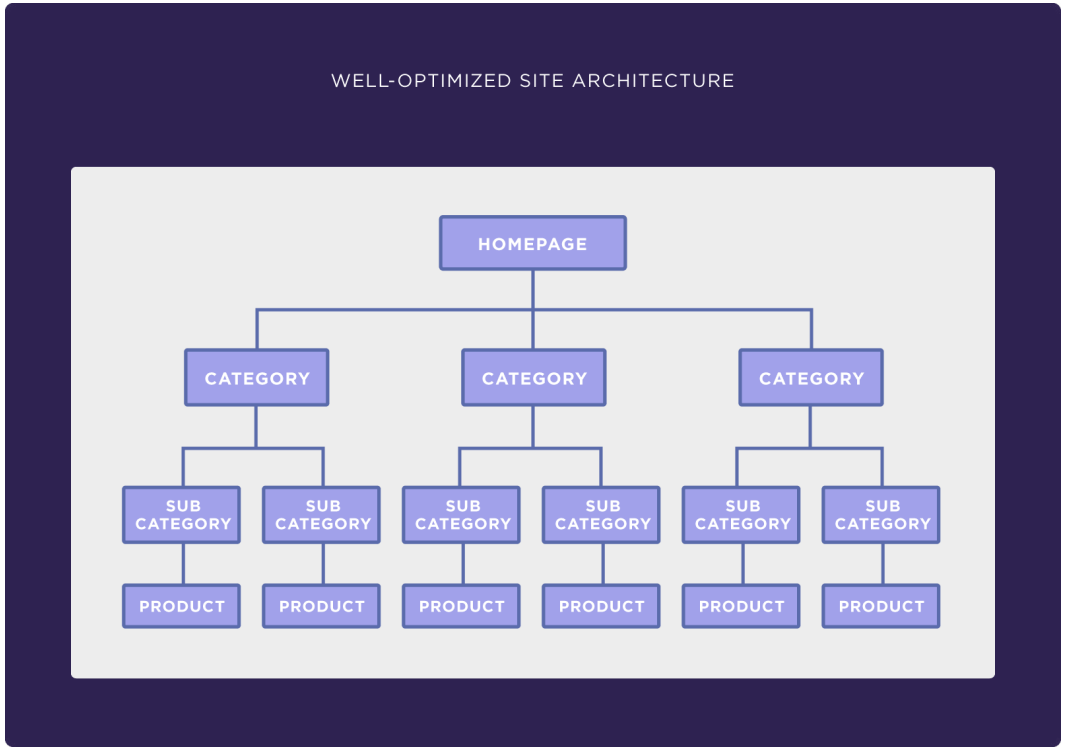
In this example it takes six clicks to reach the first product page.

(You want all product pages to be three clicks or fewer from your homepage)

Pro Tip: If your site already has a less-than-ideal setup, don't start moving pages and around until you've consulted with an SEO pro and a developer. They'll make sure that old pages redirect to new pages...

Example of an SEO and User-Friendly Ecommerce Site Architecture

Now that you've seen an example of how not to do things, it's time to take a look at an example of a well-optimized ecommerce site architecture.

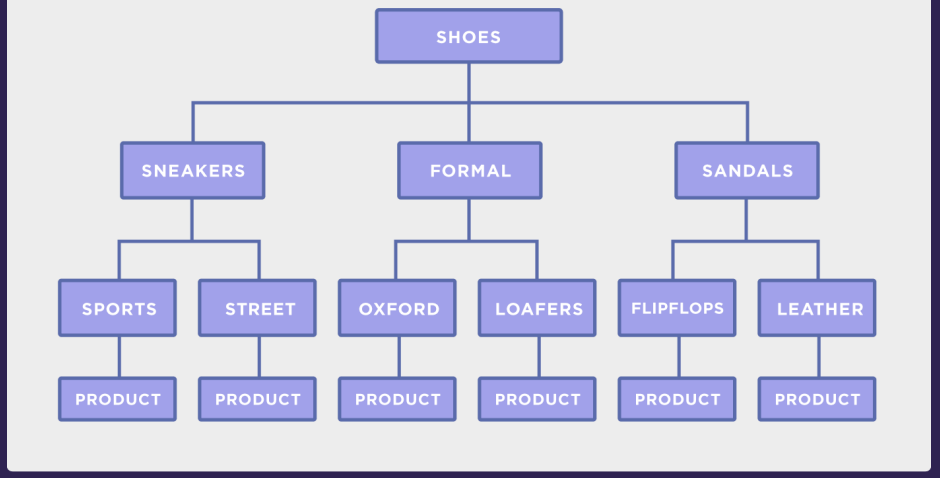


As you can see, link authority is concentrated in the site's product and category pages.

This concentrated authority helps these pages rank in Google. It also makes it easy for Google to find and index every page.

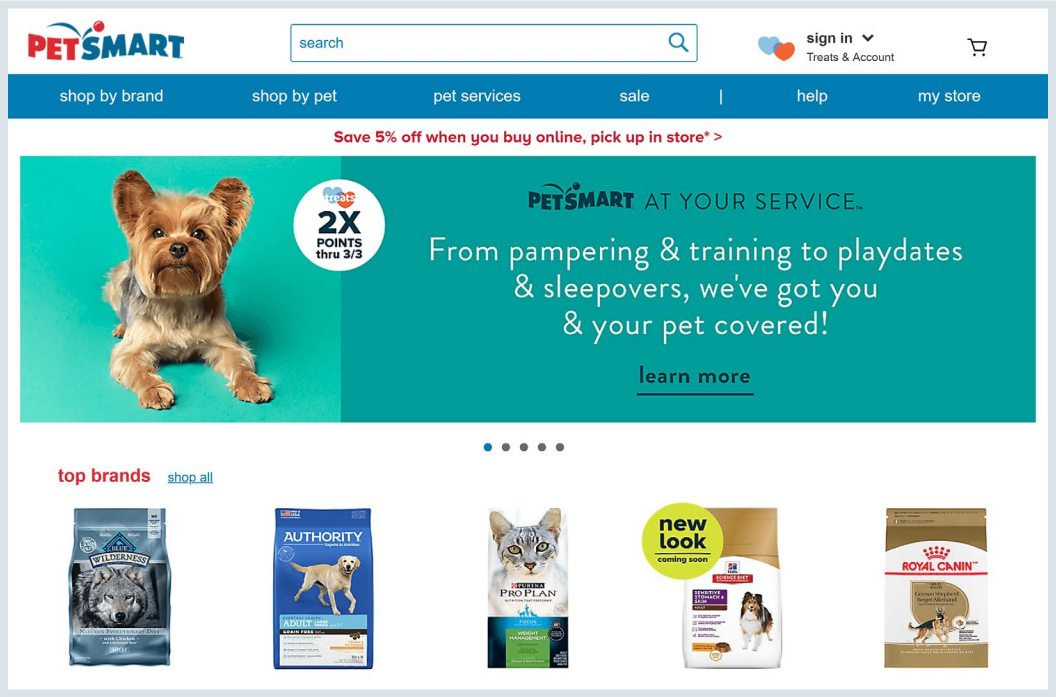
And here's an example of how this would look for an ecommerce site that sells shoes:

EXAMPLE OF ECOMMERCE SITE ARCHITECTURE SELLING SHOES



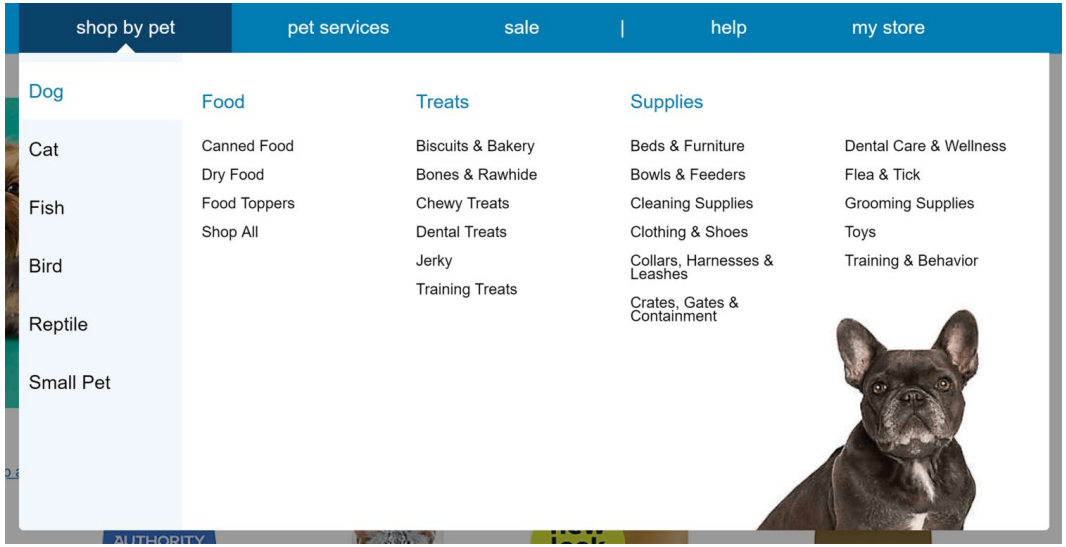
Not only is this great for SEO, but users will love it too. That's because a simple, flat architecture makes it easy for browsers to find the products they want.

Let's take a look at a real-life example of an ecommerce site with AWESOME architecture: PetSmart.com.

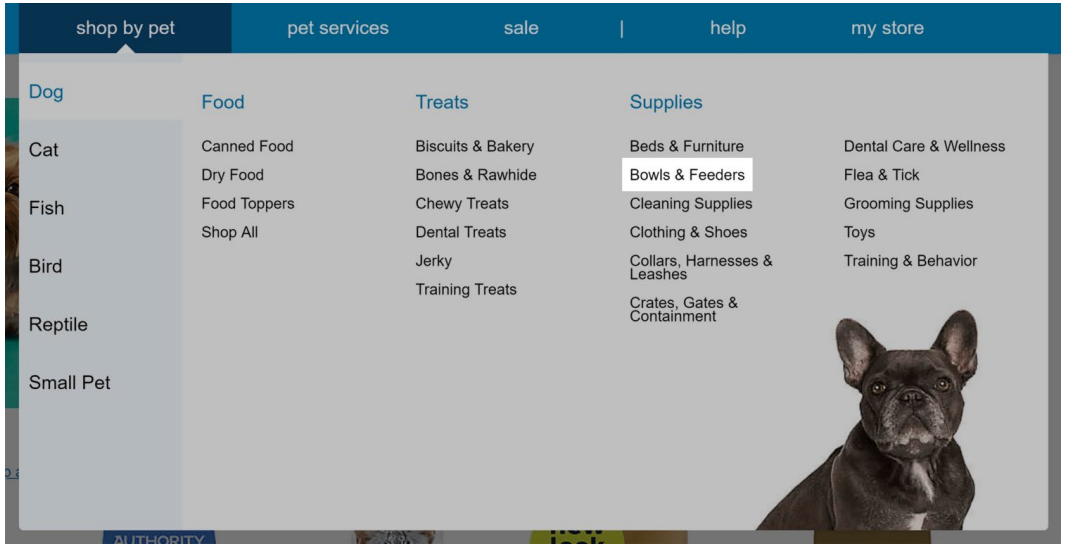


Let's say you want to get a new dog food bowl for Fluffy.

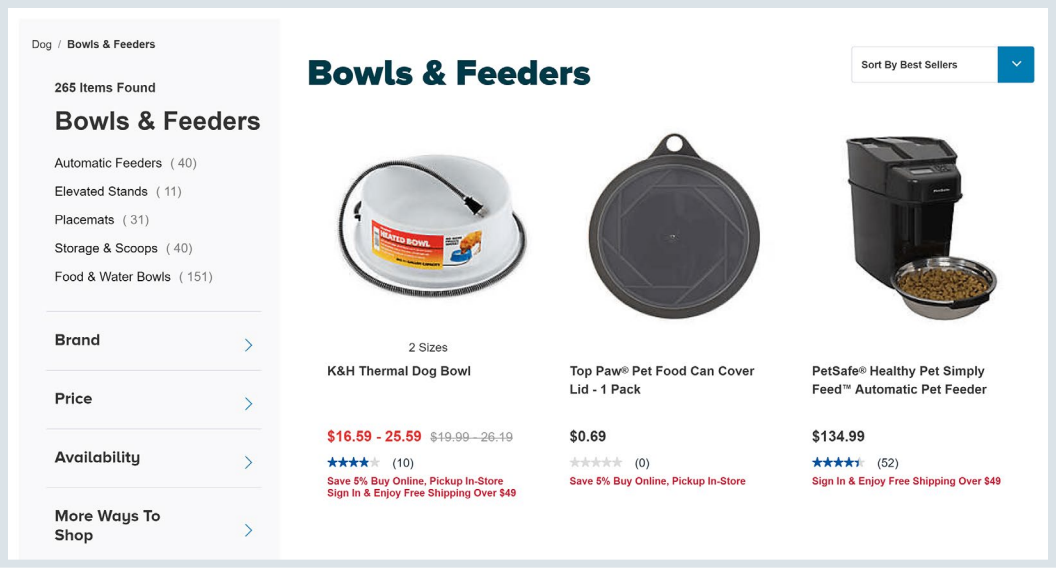
You'd head to the homepage and click "Dog".



Then "bowls and feeders"



And you get a list of products in that subcategory:

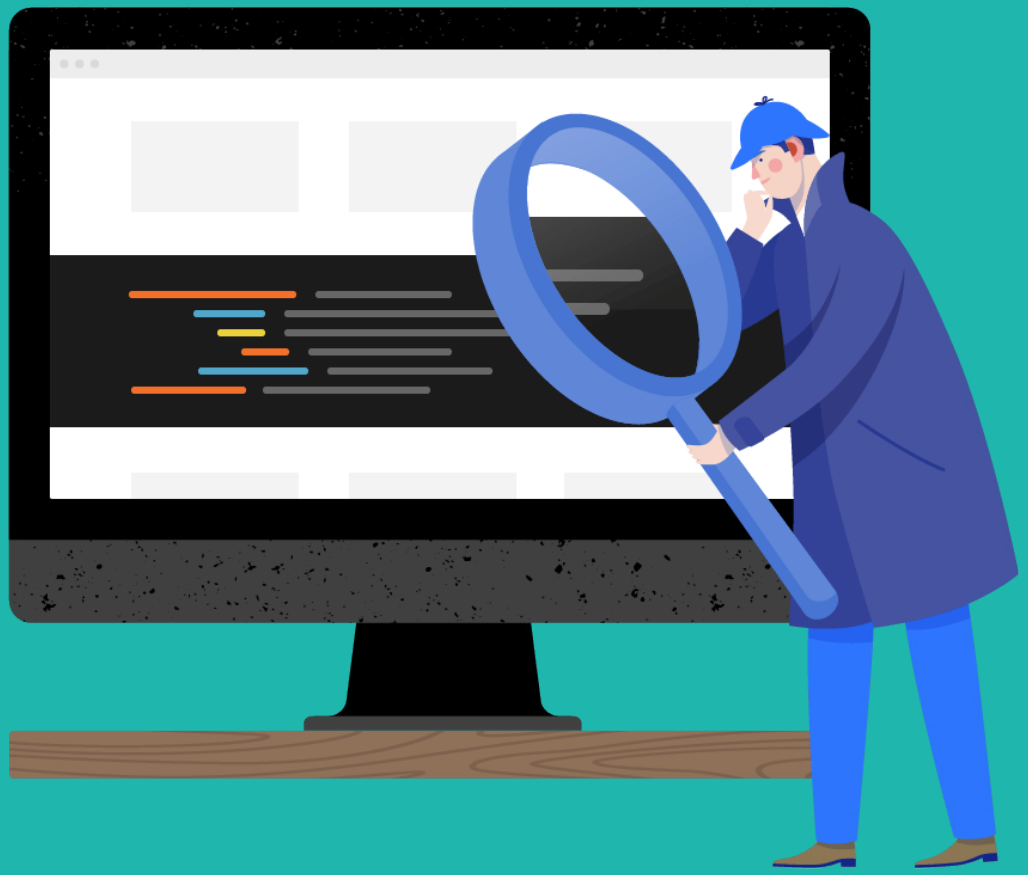


Within three clicks, you've found what you want.

And because Petsmart uses a flat site architecture, Google will fully index all of their pages.

Chapter 3

On-Page SEO for Ecommerce Sites



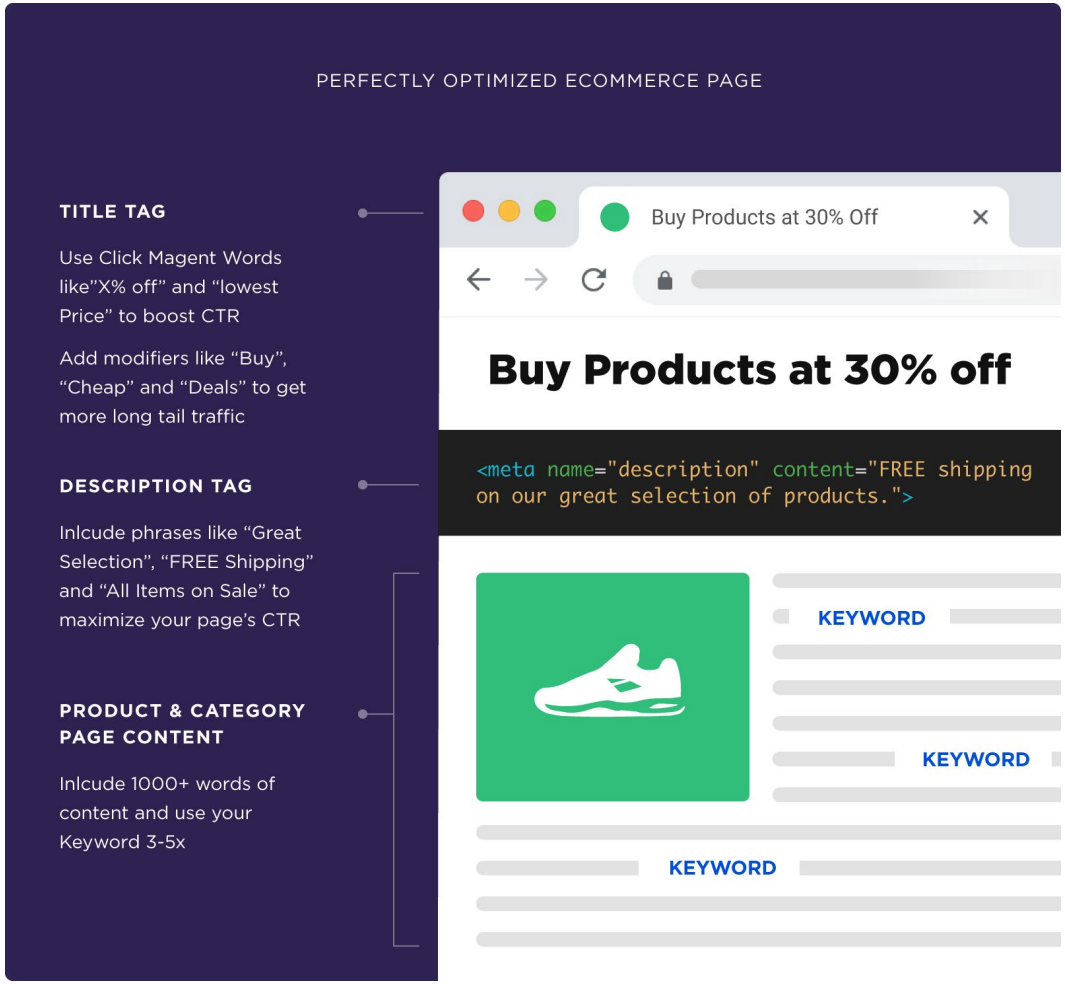
Now that you have your site architecture all set up, it's time to optimize your category and product pages. For most ecommerce sites these two types of pages generate the lion's share of traffic and sales.

This makes sense if you think about it: someone searching for "red Nike running shoes size 10" is much closer to making a purchase than someone searching for "buy shoes online".

With that, here's how to keyword-optimize your product and category pages.

A “Perfectly Optimized” Ecommerce Page

Let’s look at an example of a “perfectly optimized” page from an ecommerce site.



Let’s break each of these elements down:

Title Tag: Add Modifiers Like “Buy”, “Cheap” and “Deals” to Get More Long Tail Traffic

You (obviously) want to use your target keyword in your page’s title tag.

But don’t stop there. Adding “modifiers” to your title tag can help you show up for more long tail searches.

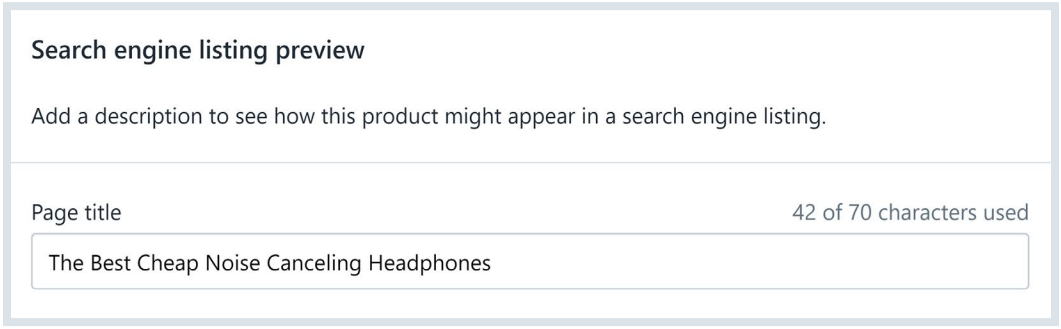
For example, let’s say your target keyword is: “noise canceling headphones”.

Instead of making your title tag: “Noise Canceling Headphones at Headphones R’ Us”, you want to add a word or two that people might use when searching for “noise canceling headphones”

Here are some common terms people use when searching for products in Google:

- Cheap
- Deals
- Review
- Best
- Online
- Free shipping

So your title tag could be something like this:


Search engine listing preview
Add a description to see how this product might appear in a search engine listing.
Page title
42 of 70 characters used
The Best Cheap Noise Canceling Headphones

Title Tag: Use Click Magnet Words like "X% Off" and "Lowest Price" to Boost CTR

Google likely uses organic click-through-rate as a ranking signal. And even if they didn't, it still makes sense to optimize your title tag for CTR.

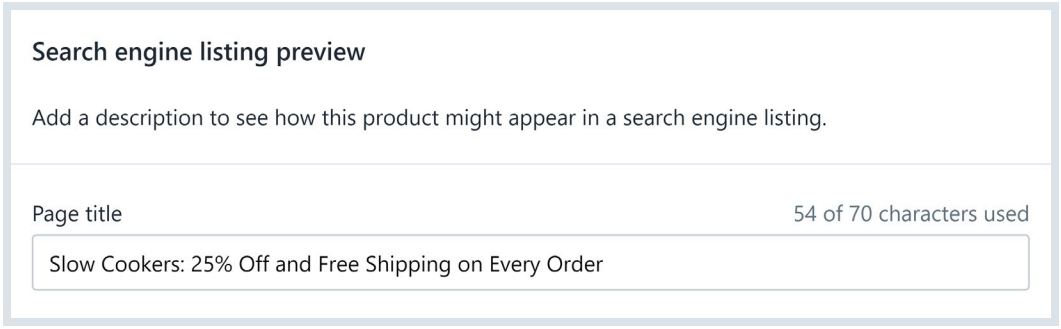
That's because: Higher CTR=more clicks=more sales.

Fortunately, there are a handful of words and phrases that magnetically move a person's cursor to your result. I call them "Click Magnet Words".

Here are some of the best Click Magnet Words for ecommerce product and category pages:

- X% off (“25% Off”)
- Guarantee
- Lowest Price
- Free Shipping
- Overnight Shipping
- Sale

Here’s an example of these words in action:


Search engine listing preview
Add a description to see how this product might appear in a search engine listing.
Page title
54 of 70 characters used
Slow Cookers: 25% Off and Free Shipping on Every Order

And when you include these in your title tags (and description tags), you’ll find yourself with more clicks (which can mean more customers).

Description Tag: Include Phrases Like "Great Selection", "FREE Shipping" and "All Our Items are On Sale" To Maximize Your Page's CTR

Your site's description tag used to be an important part of on-page SEO.

Even though that's not the case anymore, your description tag is VERY important for CTR.

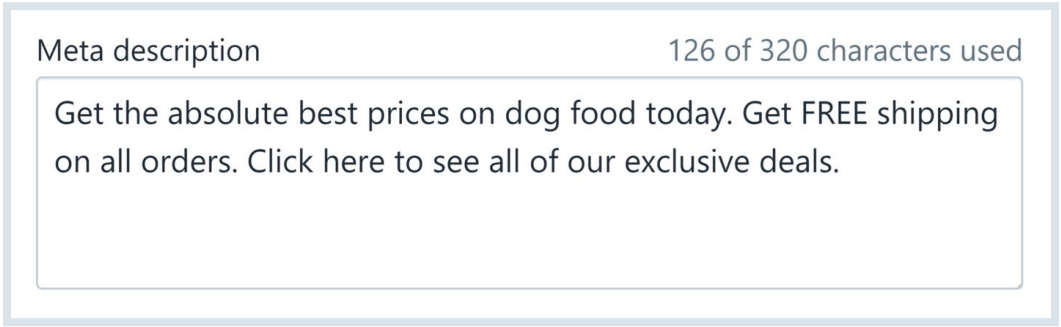
And the title tag Click Magnet Words that I listed above also work for description tags.

The only difference is that, with a description tag, you have more room to include longer phrases.

Here are a few examples of phrases you can use in your description tag to get more clicks:

- Get the best prices on _____ today.
- Save X% off on _____.
- All of our _____ are on sale right now.
- Get FREE shipping on all _____ today.
- Click here to see all of our exclusive deals on _____.
- Great selection of _____ at the guaranteed lowest price.

Here's an example of how a description tag optimized for clicks might look:


Meta description
126 of 320 characters used
Get the absolute best prices on dog food today. Get FREE shipping on all orders. Click here to see all of our exclusive deals.

Product and Category Page Content: Include 1000+ Words of Content and Use Your Keyword 3-5x

Optimizing product and category pages is one of the hardest parts of ecommerce SEO. Yes, you want to write high-quality content. But unlike a blog post, you also need to keep conversions in mind.

Here are the three most important on-page SEO tactics that I recommend for ecommerce pages:

1. Write 1000+ Word Descriptions

Industry studies have found that longer content tends to rank best in Google.

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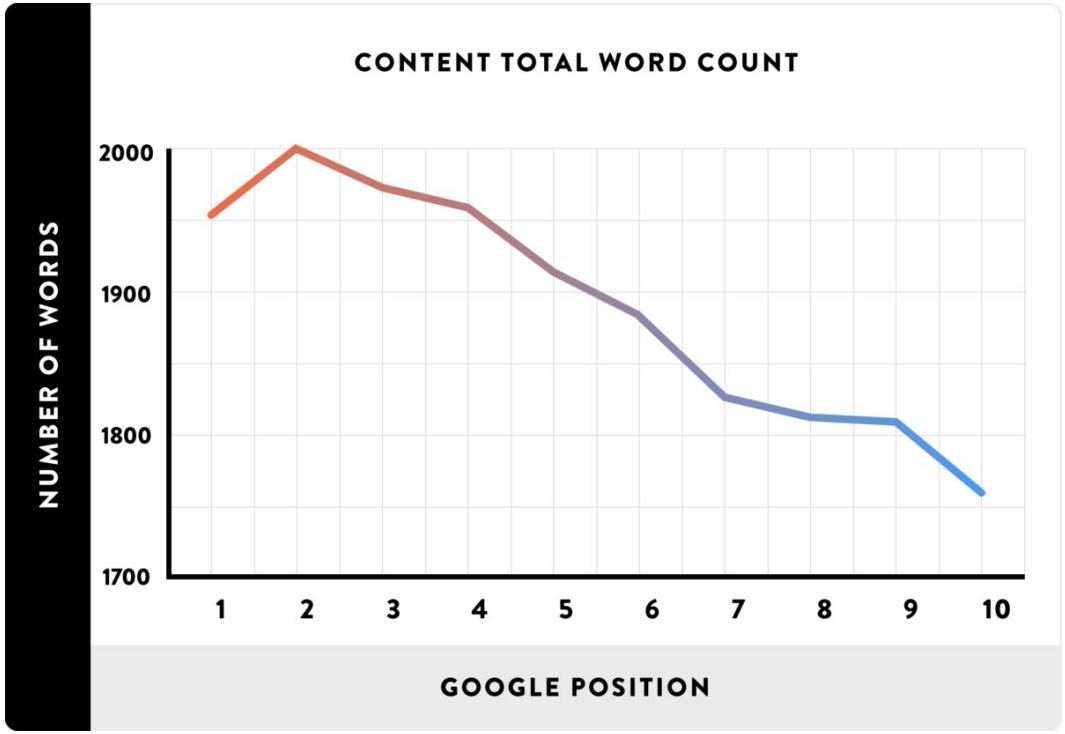


(And yes, those findings apply to ecommerce sites).

The fact is this: Google wants to understand what your page is all about. And the more content you provide, the better Google can do its job. Plus, in-depth product page content helps customers understand what they're about to buy.

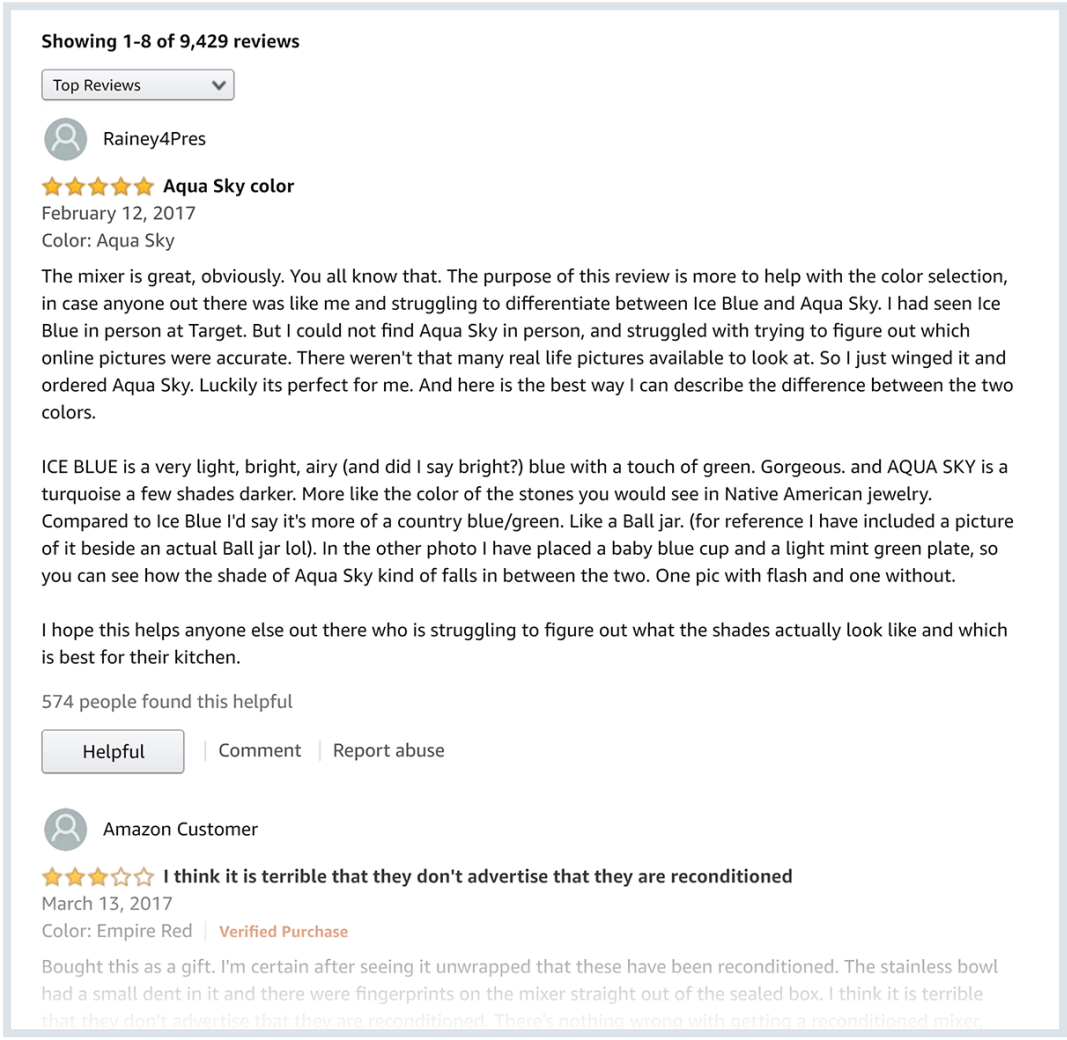
To be clear:

It might be impossible for you to write 1000 words for EVERY page on your site. If that's the case, I recommend writing long, in-depth product descriptions for top 10-50 most important product and category pages.

For example, this Amazon product page for a KitchenAid mixer boasts 2,109 words...

KitchenAid KSM150PSER Artisan Tilt-Head Stand Mixer with Pouring Shield, 5-Quart, Empire Red
by KitchenAid
9,429 customer reviews | 1000+ answered questions
Amazon's Choice for "kitchenaid ksm150pser"
List Price: $429.99
Price: $279.00
You Save: $150.99 (35%)
Color:
Empire Red
10-speed slide control ranges from a very fast whip to a very slow stir
Includes Flat Beater, Dough Hook and Wire Whip
Power Hub for Additional Attachments,Volts- 120
Unique Mixing Action
Assembled with Pride in Greenville, Ohio
Choose from all the color options to find the one that best matches your style and personality.
The power hub turns your stand mixer into a culinary center with more than 15 optional attachments available.
Show more
Compare with similar items
New (1) from $279.00 Details
Buy this product Renewed and save $99.01.
KitchenAid RRK150ER 5 Qt. Artisan Series - Empire Red (Certified Refurbished)
$179.99
(797)
Works and looks like new and backed by a warranty

...and that's not even counting the reviews at the bottom of the page (which add another 500+ words).



Showing 1-8 of 9,429 reviews

Top Reviews

Rainey4Pres

Aqua Sky color

February 12, 2017

Color: Aqua Sky

The mixer is great, obviously. You all know that. The purpose of this review is more to help with the color selection, in case anyone out there was like me and struggling to differentiate between Ice Blue and Aqua Sky. I had seen Ice Blue in person at Target. But I could not find Aqua Sky in person, and struggled with trying to figure out which online pictures were accurate. There weren't that many real life pictures available to look at. So I just winged it and ordered Aqua Sky. Luckily its perfect for me. And here is the best way I can describe the difference between the two colors.

ICE BLUE is a very light, bright, airy (and did I say bright?) blue with a touch of green. Gorgeous. and AQUA SKY is a turquoise a few shades darker. More like the color of the stones you would see in Native American jewelry. Compared to Ice Blue I'd say it's more of a country blue/green. Like a Ball jar. (for reference I have included a picture of it beside an actual Ball jar lol). In the other photo I have placed a baby blue cup and a light mint green plate, so you can see how the shade of Aqua Sky kind of falls in between the two. One pic with flash and one without.

I hope this helps anyone else out there who is struggling to figure out what the shades actually look like and which is best for their kitchen.

574 people found this helpful

Helpful | Comment | Report abuse

Amazon Customer

I think it is terrible that they don't advertise that they are reconditioned

March 13, 2017

Color: Empire Red | Verified Purchase

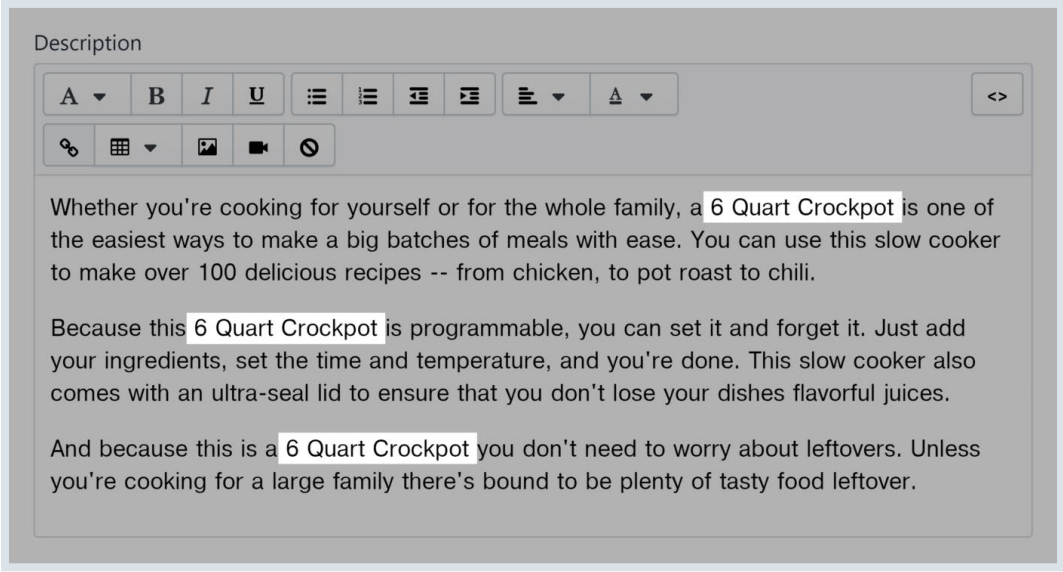
Bought this as a gift. I'm certain after seeing it unwrapped that these have been reconditioned. The stainless bowl had a small dent in it and there were fingerprints on the mixer straight out of the sealed box. I think it is terrible that they don't advertise that they are reconditioned. There's nothing wrong with getting a reconditioned mixer

2. Sprinkle Your Keywords (3-5x)

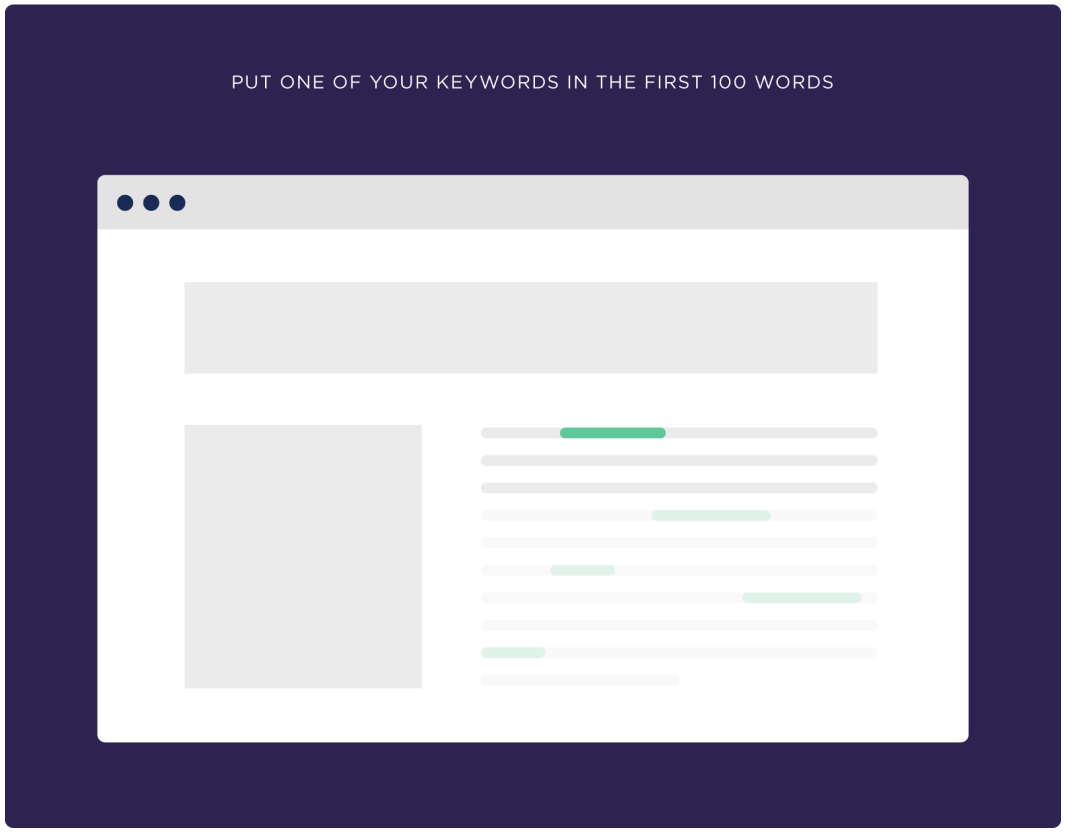
Once you've written your in-depth product description, it's time to make sure that you've used your target keyword 3-5 times in your content.

This has nothing to do with keyword density or keyword stuffing. You're just including your keyword a handful of times to help Google understand what your page is all about.

For example, if your target keyword was "6 quart crockpot" you'd want to make sure you have that exact phrase in your product description at least 3 times:


Description
Whether you're cooking for yourself or for the whole family, a 6 Quart Crockpot is one of the easiest ways to make a big batches of meals with ease. You can use this slow cooker to make over 100 delicious recipes -- from chicken, to pot roast to chili.
Because this 6 Quart Crockpot is programmable, you can set it and forget it. Just add your ingredients, set the time and temperature, and you're done. This slow cooker also comes with an ultra-seal lid to ensure that you don't lose your dishes flavorful juices.
And because this is a 6 Quart Crockpot you don't need to worry about leftovers. Unless you're cooking for a large family there's bound to be plenty of tasty food leftover.

Pro Tip: Google puts slightly more weight on keywords that appear at the top of a webpage. So make sure that one of your keyword placements is at the top of your page (for example, in the first 100 words of your product or category description).



3. LSI Keywords

Latent Semantic Indexing (LSI) keywords are words and phrases that are closely tied to your main keyword.

For example, let's say you were optimizing an ecommerce category page around the keyword "slow cookers". Terms closely related to that keyword include:

- Crock-Pot
- 6 quart, 4 quart etc.
- Timers
- Pressure cooker
- Manual
- Recipes
- Stew
- Soup
- Programmable
- Stainless steel

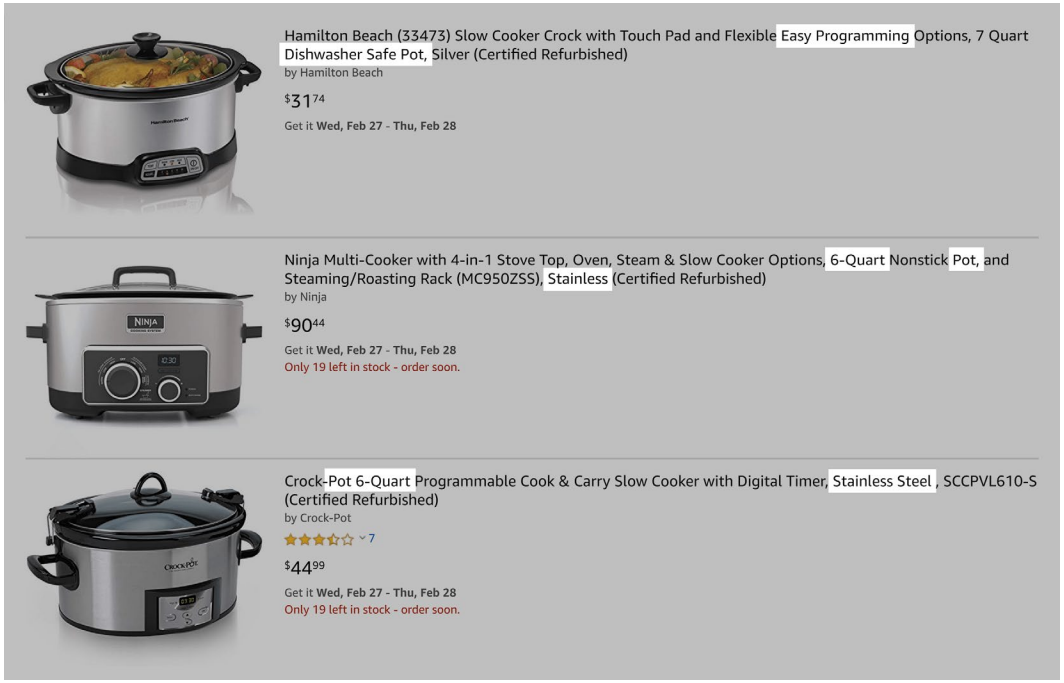
See how that works?

Here's how to find (and use) LSI keywords specifically for ecommerce SEO.

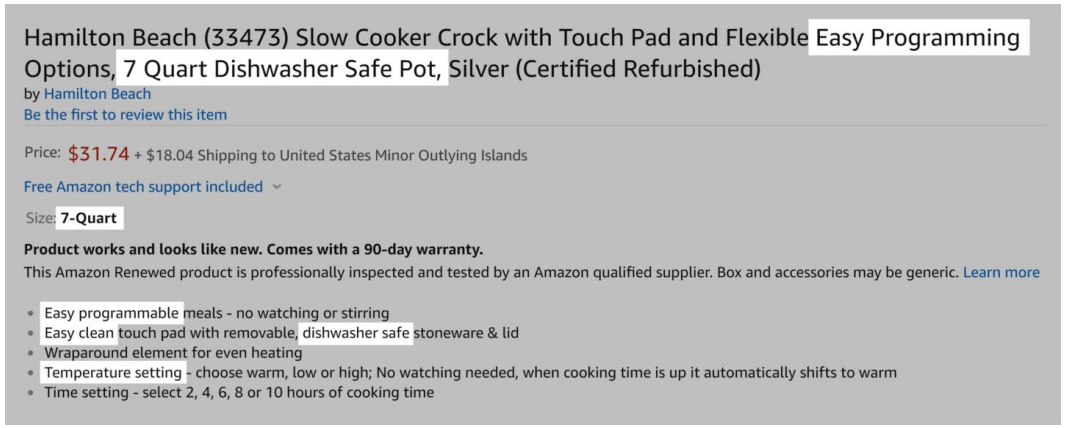
Step #1: The Amazon Eyeball Test

First, head over to Amazon and search for your target keyword.

Then take a look at terms that appear multiple times on the category page...


Hamilton Beach (33473) Slow Cooker Crock with Touch Pad and Flexible Easy Programming Options, 7 Quart Dishwasher Safe Pot, Silver (Certified Refurbished)
by Hamilton Beach
$31 74
Get it Wed, Feb 27 - Thu, Feb 28
Ninja Multi-Cooker with 4-in-1 Stove Top, Oven, Steam & Slow Cooker Options, 6-Quart Nonstick Pot, and Steaming/Roasting Rack (MC950ZSS), Stainless (Certified Refurbished)
by Ninja
$90 44
Get it Wed, Feb 27 - Thu, Feb 28
Only 19 left in stock - order soon.
Crock-Pot 6-Quart Programmable Cook & Carry Slow Cooker with Digital Timer, Stainless Steel , SCCPVL610-S (Certified Refurbished)
by Crock-Pot
7
$44 99
Get it Wed, Feb 27 - Thu, Feb 28
Only 19 left in stock - order soon.

...or product page for that keyword.

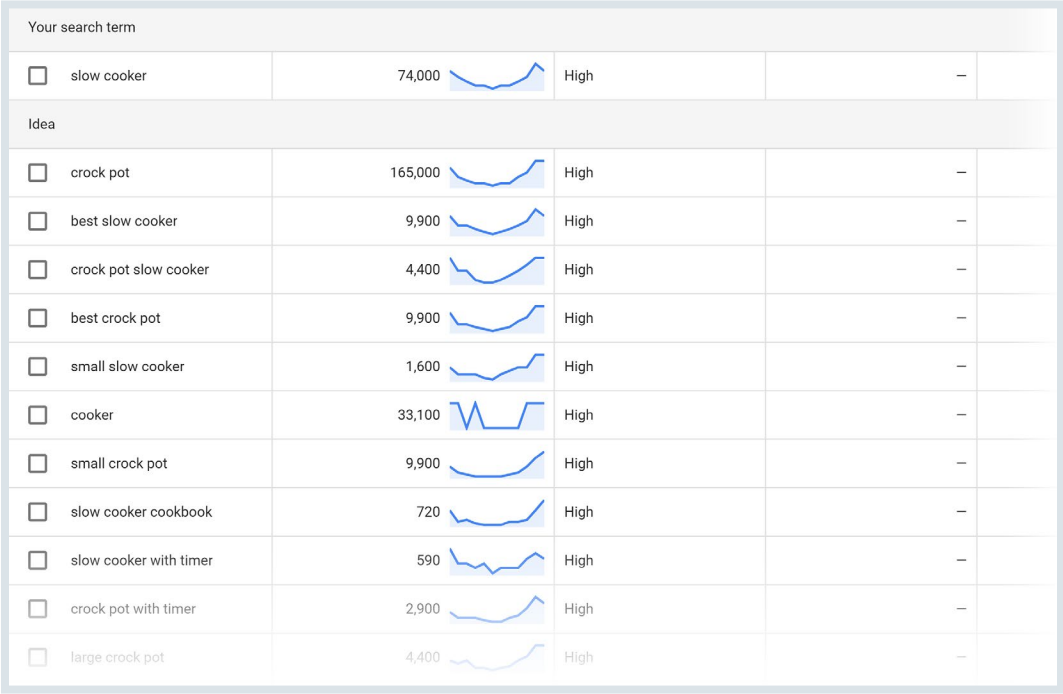

Hamilton Beach (33473) Slow Cooker Crock with Touch Pad and Flexible Easy Programming Options, 7 Quart Dishwasher Safe Pot, Silver (Certified Refurbished)
by Hamilton Beach
Be the first to review this item
Price: $31.74 + $18.04 Shipping to United States Minor Outlying Islands
Free Amazon tech support included
Size: 7-Quart
Product works and looks like new. Comes with a 90-day warranty.
This Amazon Renewed product is professionally inspected and tested by an Amazon qualified supplier. Box and accessories may be generic. Learn more
Easy programmable meals - no watching or stirring
Easy clean touch pad with removable, dishwasher safe stoneware & lid
Wraparound element for even heating
Temperature setting - choose warm, low or high; No watching needed, when cooking time is up it automatically shifts to warm
Time setting - select 2, 4, 6, 8 or 10 hours of cooking time

Pro Tip: If you have a competitor that outranks you for your keyword, use this same process on their site.

Step #2: Google Keyword Planner

Next, enter your target keyword into the Google Keyword Planner.

Then take a look at the keywords that Google suggests to you:



Your search term				
slow cooker	74,000	High	–	
Idea				
crock pot	165,000	High	–	
best slow cooker	9,900	High	–	
crock pot slow cooker	4,400	High	–	
best crock pot	9,900	High	–	
small slow cooker	1,600	High	–	
cooker	33,100	High	–	
small crock pot	9,900	High	–	
slow cooker cookbook	720	High	–	
slow cooker with timer	590	High	–	
crock pot with timer	2,900	High	–	
large crock pot	4,400	High	–	

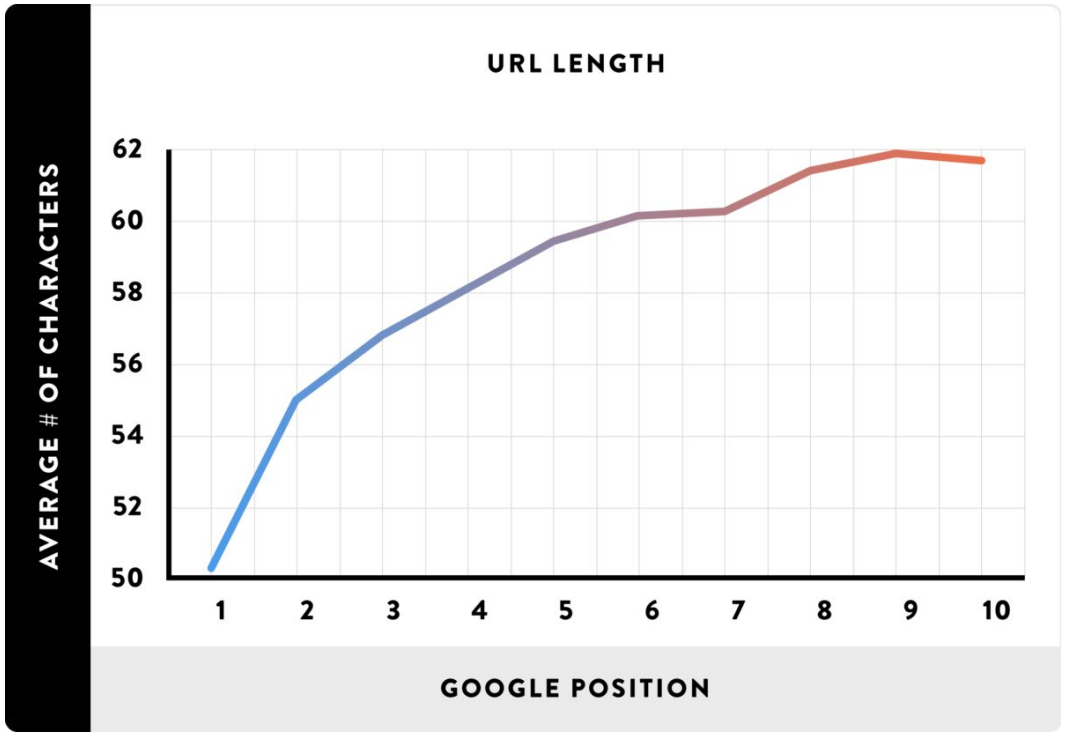
Step #3: Sprinkle These In Your Content

Finally, sprinkle the LSI keywords that make sense into your product or category page content.

URLs: Use Short, Keyword-Rich URLs

Our analysis of 1 million Google search results found a clear correlation between URL length and rankings.

Specifically, we found that short URLs tend to rank higher on Google's first page than long URLs.

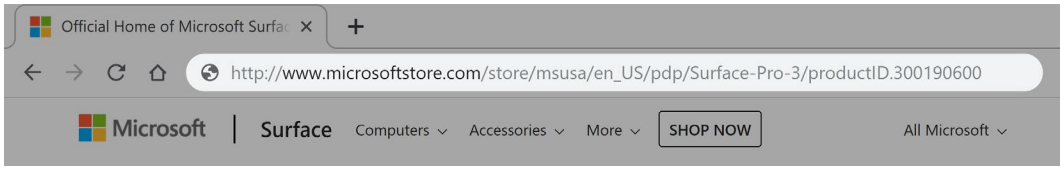


Because you run an ecommerce site, your URLs are probably going to be longer than other sites.

That's because your URL will include category and subcategories in your URL. For example: https://example.com/category/subcategory/product.html

However, that doesn't mean you want your URLs to stretch out to 50+ characters. That's because long URLs confuse Google and dilute the impact of the keywords in your URL.

Here's an example of an unnecessarily long ecommerce product page URL:



(Not only is this URL a mile long, but it contains unnecessary junk like, "productID.300190600").

Speaking of using SEO-friendly terms in your URL, y**ou also want to make your URLs keyword-rich**.

For category pages, include a 1-2 word description of that category:

https://example.com/**kitchenappliances**

Follow the same process for subcategories. Only this time, the subcategory will come after the category in the URL:

https://example.com/kitchenappliances/**slowcookers**

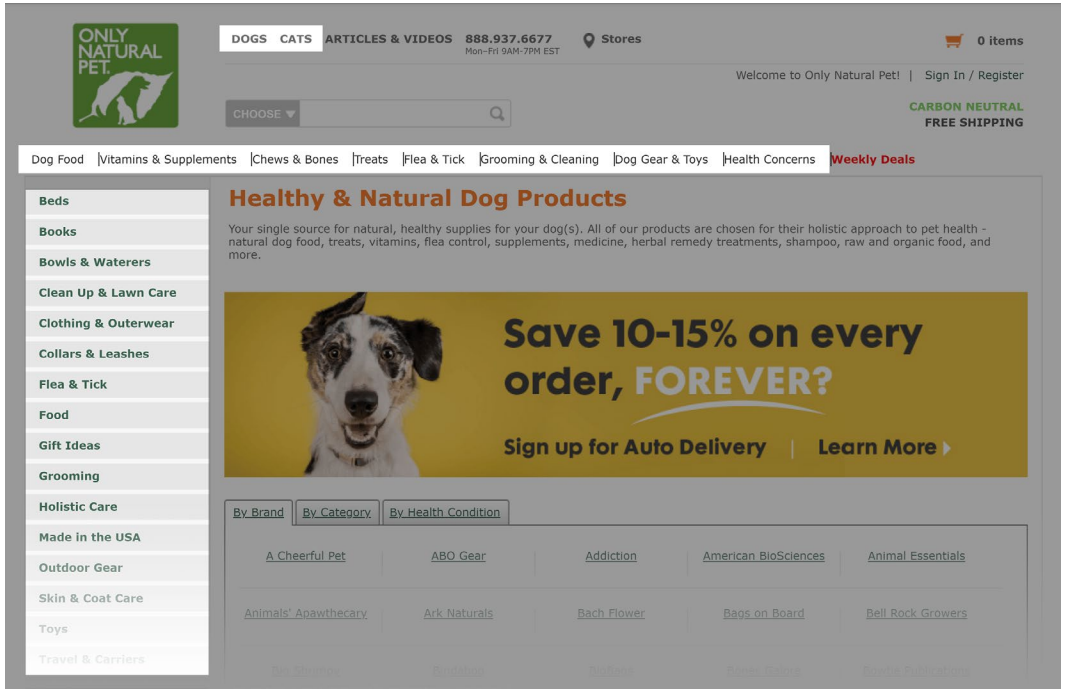
Then, for product pages, include just your target keyword for that product, separated by dashes ("-").

https://example.com/kitchenappliances/slowcookers/**6-quart-crockpot**

Pro Tip: Some ecommerce sites don't use categories and subcategories in their URLs. For example, instead of https://example.com/kitchenappliances/slowcookers/6-quart-crockpot, your URL would simply be: https://example.com/6-quart-crockpot. This makes your URLs shorter and more keyword dense. I don't necessarily recommend this, but if that's how you have things set up, it's not going to hurt your rankings.

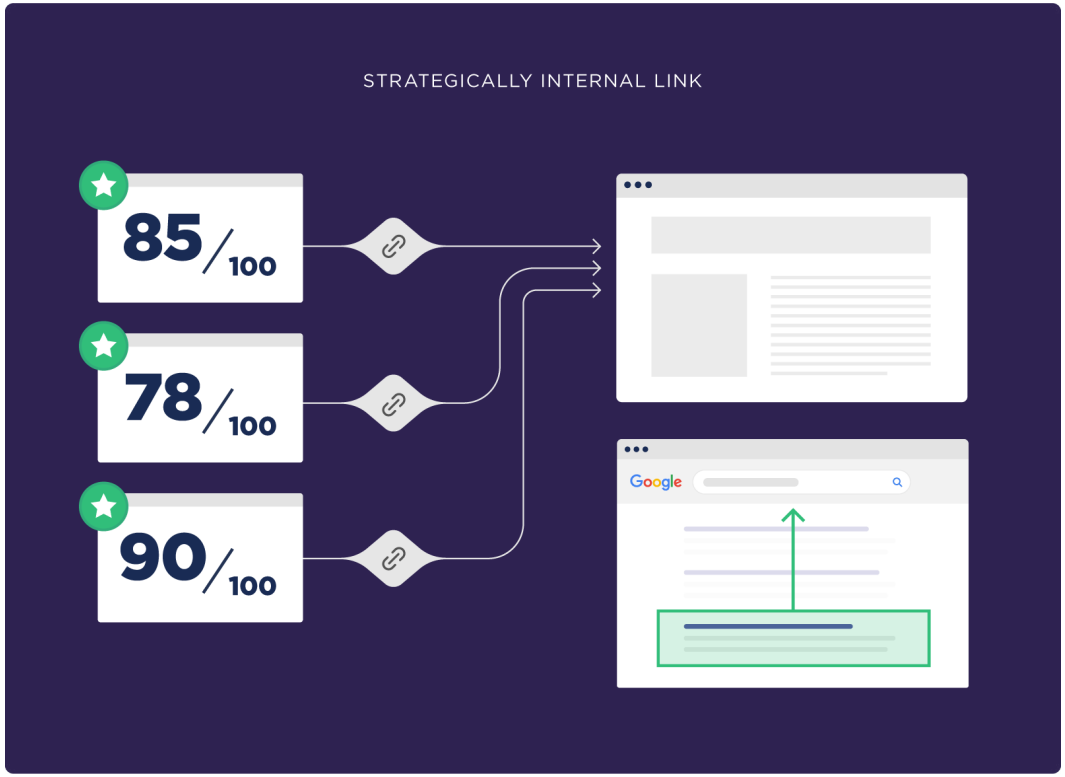
Internal Links: Liberally Link to High-Priority Pages

One of the nice things about ecommerce SEO is that internal linking is done almost automatically. That's because your site's navigation usually creates a lot of natural internal links:



That said, strategic internal linking is definitely an ecommerce SEO best practice. So you should spend some time on it.

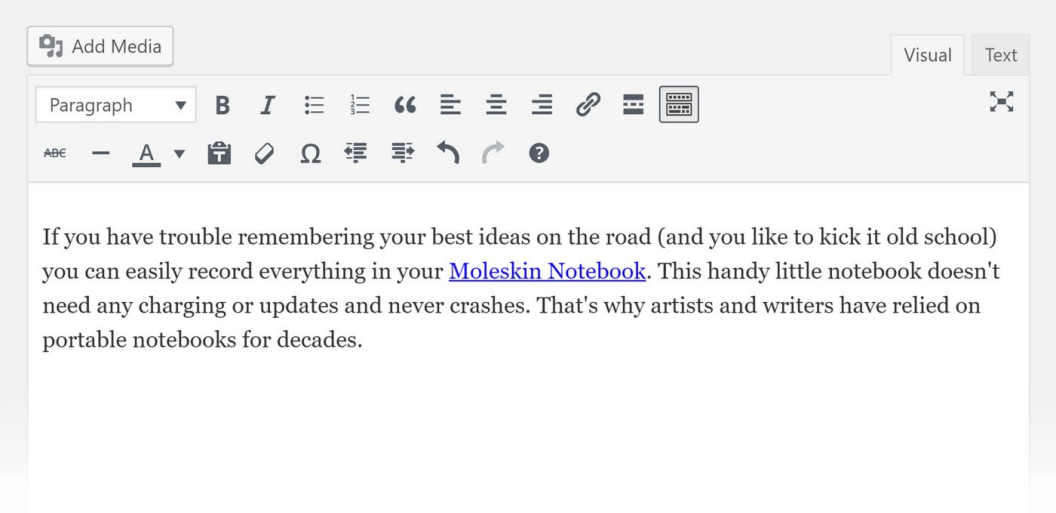
Specifically, you want to internally link FROM authoritative pages TO high-priority product and category pages.



For example, let's say you just published a blog post that's generated a lot of backlinks.

And you also have a product page that ranks #5 in Google for "moleskin notebooks".

You'd want to add a keyword-rich anchor text link **from** that post **to** your product page.

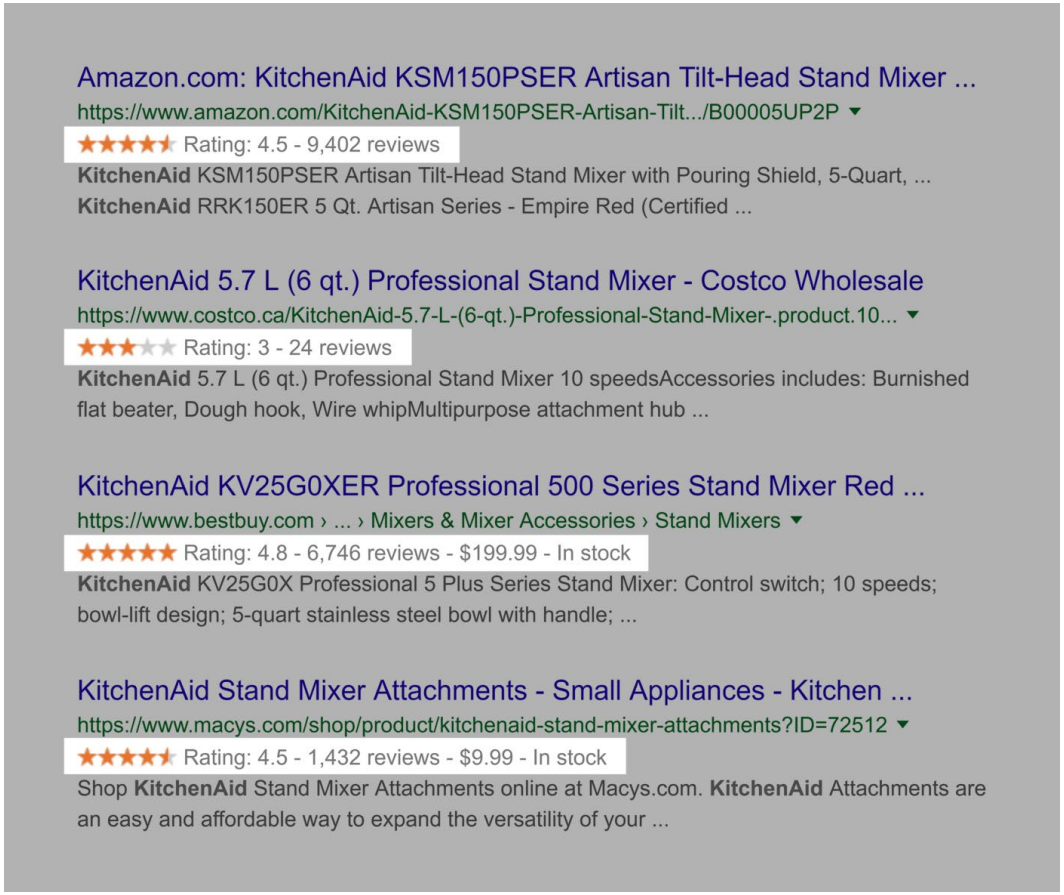

Add Media
Visual
Text
Paragraph
If you have trouble remembering your best ideas on the road (and you like to kick it old school) you can easily record everything in your Moleskin Notebook. This handy little notebook doesn't need any charging or updates and never crashes. That's why artists and writers have relied on portable notebooks for decades.

Implement Product Review Schema to Get Rich Snippets Displayed in Google

If you want an easy way to stand out on Google's first page, look no further than rich snippets.

And ecommerce sites have the opportunity to get one of the most eye-catching rich snippets out there: reviews.

Here's an example:


Amazon.com: KitchenAid KSM150PSER Artisan Tilt-Head Stand Mixer ...
https://www.amazon.com/KitchenAid-KSM150PSER-Artisan-Tilt.../B00005UP2P
Rating: 4.5 - 9,402 reviews
KitchenAid KSM150PSER Artisan Tilt-Head Stand Mixer with Pouring Shield, 5-Quart, ...
KitchenAid RRK150ER 5 Qt. Artisan Series - Empire Red (Certified ...
KitchenAid 5.7 L (6 qt.) Professional Stand Mixer - Costco Wholesale
https://www.costco.ca/KitchenAid-5.7-L-(6-qt.)-Professional-Stand-Mixer-.product.10...
Rating: 3 - 24 reviews
KitchenAid 5.7 L (6 qt.) Professional Stand Mixer 10 speedsAccessories includes: Burnished flat beater, Dough hook, Wire whipMultipurpose attachment hub ...
KitchenAid KV25G0XER Professional 500 Series Stand Mixer Red ...
https://www.bestbuy.com › ... › Mixers & Mixer Accessories › Stand Mixers
Rating: 4.8 - 6,746 reviews - $199.99 - In stock
KitchenAid KV25G0X Professional 5 Plus Series Stand Mixer: Control switch; 10 speeds; bowl-lift design; 5-quart stainless steel bowl with handle; ...
KitchenAid Stand Mixer Attachments - Small Appliances - Kitchen ...
https://www.macys.com/shop/product/kitchenaid-stand-mixer-attachments?ID=72512
Rating: 4.5 - 1,432 reviews - $9.99 - In stock
Shop KitchenAid Stand Mixer Attachments online at Macys.com. KitchenAid Attachments are an easy and affordable way to expand the versatility of your ...

How do you get these awesome snippets? By implementing Schema markup on your ecommerce product pages. Schema is a special code that gives search engines (like Google and Bing) a deeper understanding of your page's content.

Here are the types of markup specific to reviews.

Review

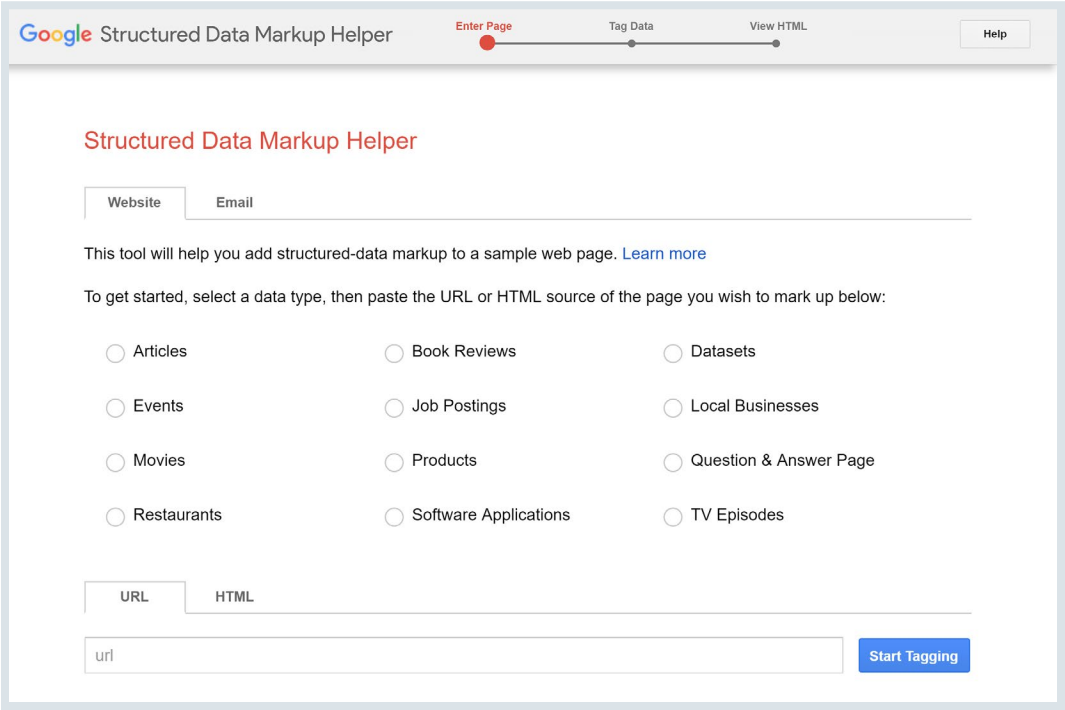
The full definition of `Review` is available at schema.org/Review.

Required properties	
`author`	Person or Organization The author of the review. The reviewer's name must be a valid name. For example, "50% off until Saturday" is not a valid name for a reviewer.
`itemReviewed`	Thing The item that is being reviewed. This needs to be a valid schema.org type. However, if the review is embedded into another schema.org type using the review property, you can omit the **`itemReviewed`** property.
`reviewRating.bestRating`	Number The highest value allowed in this rating system. The **`bestRating`** property is only required if the rating system is not on a 5-point scale. If **`bestRating`** is omitted, 5 is assumed.
`reviewRating.worstRating`	Number The lowest value allowed in this rating system. The **`worstRating`** property is only required if the rating system is not on a 5-point scale. If **`worstRating`** is omitted, 1 is assumed.

Recommended properties	
`datePublished`	Date The date that the review was published, in ISO 8601 date format.
`reviewRating`	Rating The rating given in this review. The rating can be a nested Rating or more specific subtype. The most typical subtype is AggregateRating.
`reviewRating.ratingValue`	Number A numerical quality rating for the item.

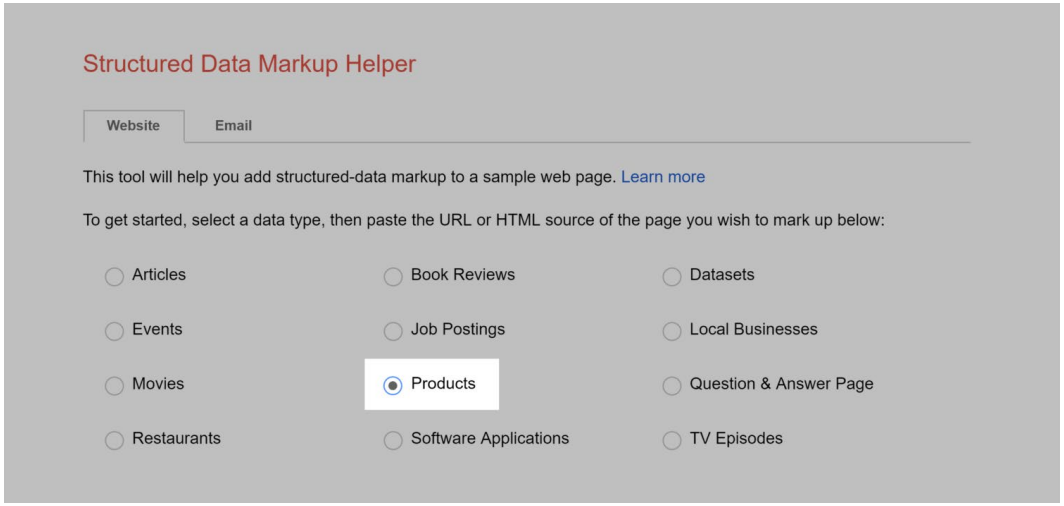
While there's no guarantee that Google will display rich snippets just because you ask them to, proper Schema markup boosts your odds.

You can manually set up Schema markup, but it's not easy. That's why I recommend that you use Google's excellent Structured Data Markup Helper.



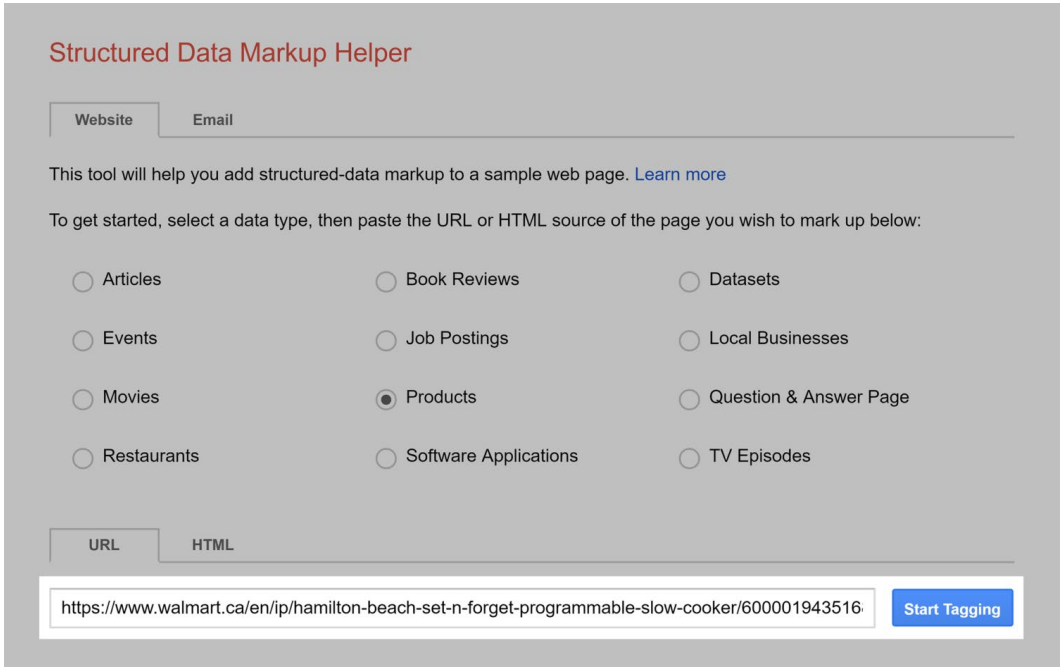
Here's exactly how to use this helpful tool so you can quickly implement review Schema markup.

First, head over to the tool and choose "products":

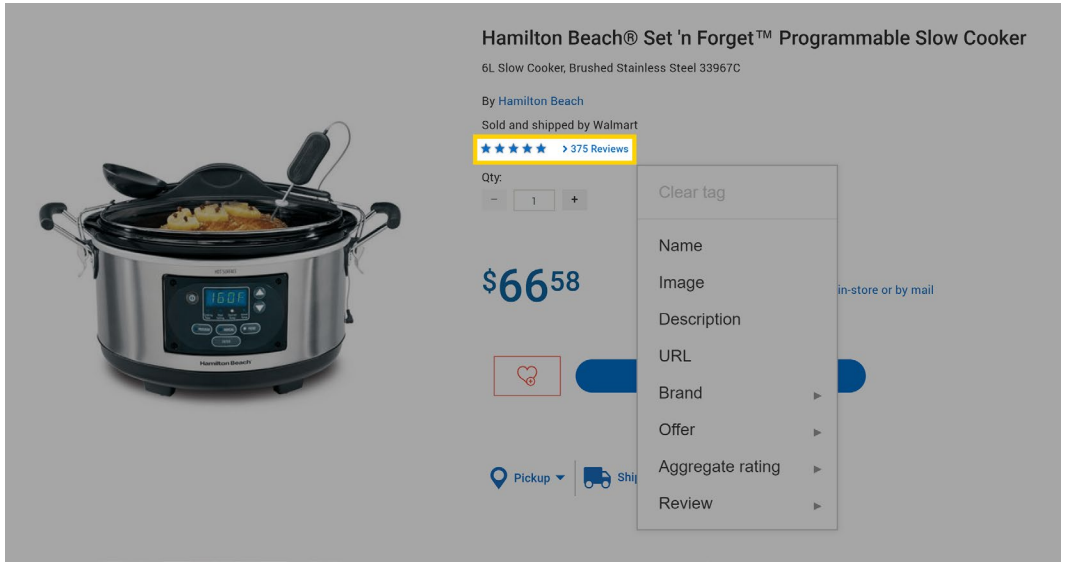


Next, find a product page on your site that has reviews and ratings on it. This can be a single reviewer, or as is the case with most ecommerce sites, user reviews.

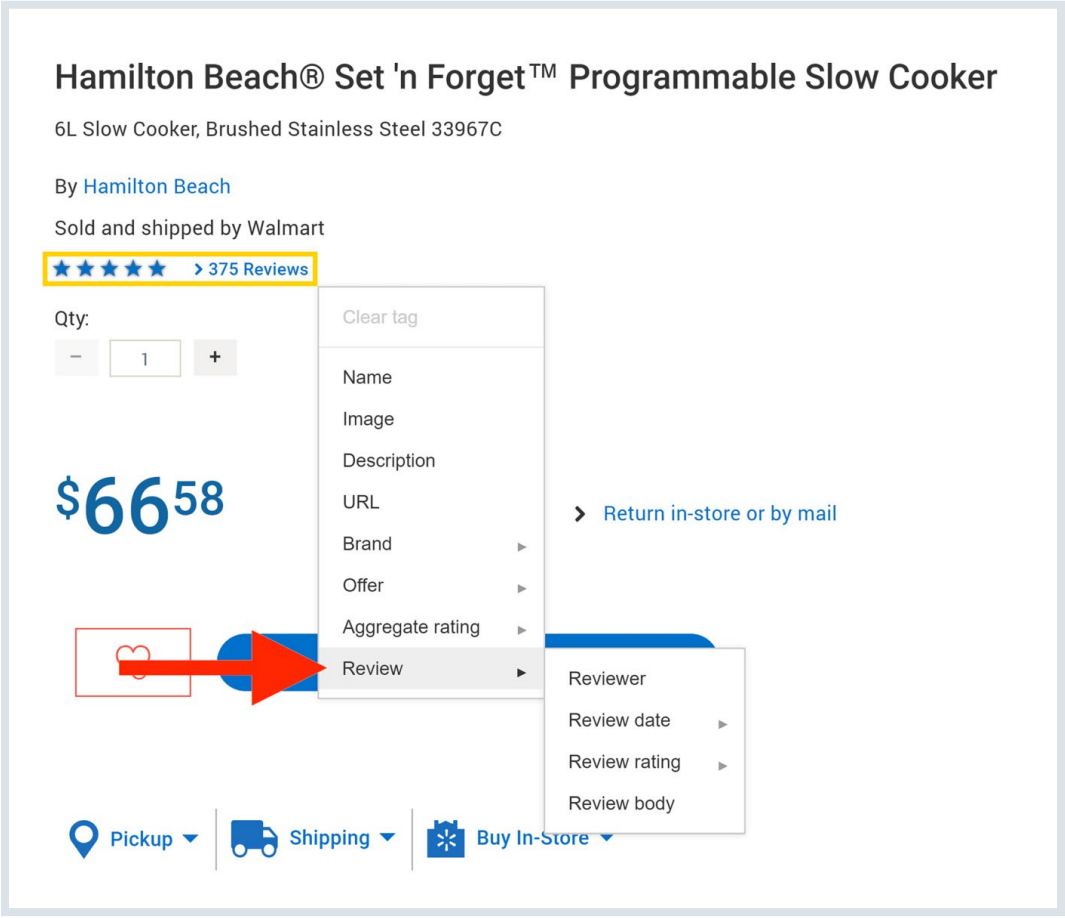
Paste the URL of that product page in the URL field and click “Start Tagging”.



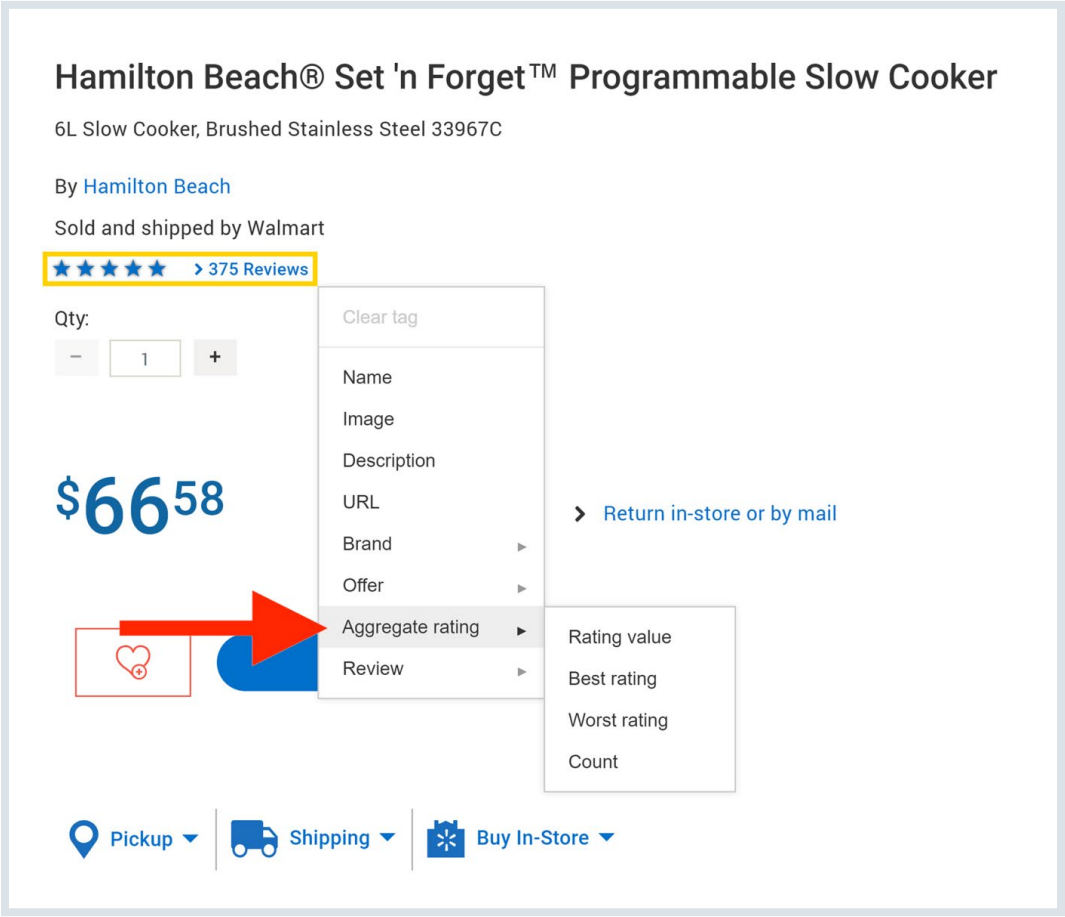
Then highlight the section of the page you want to tag. In this case we're going to focus on product reviews and ratings.



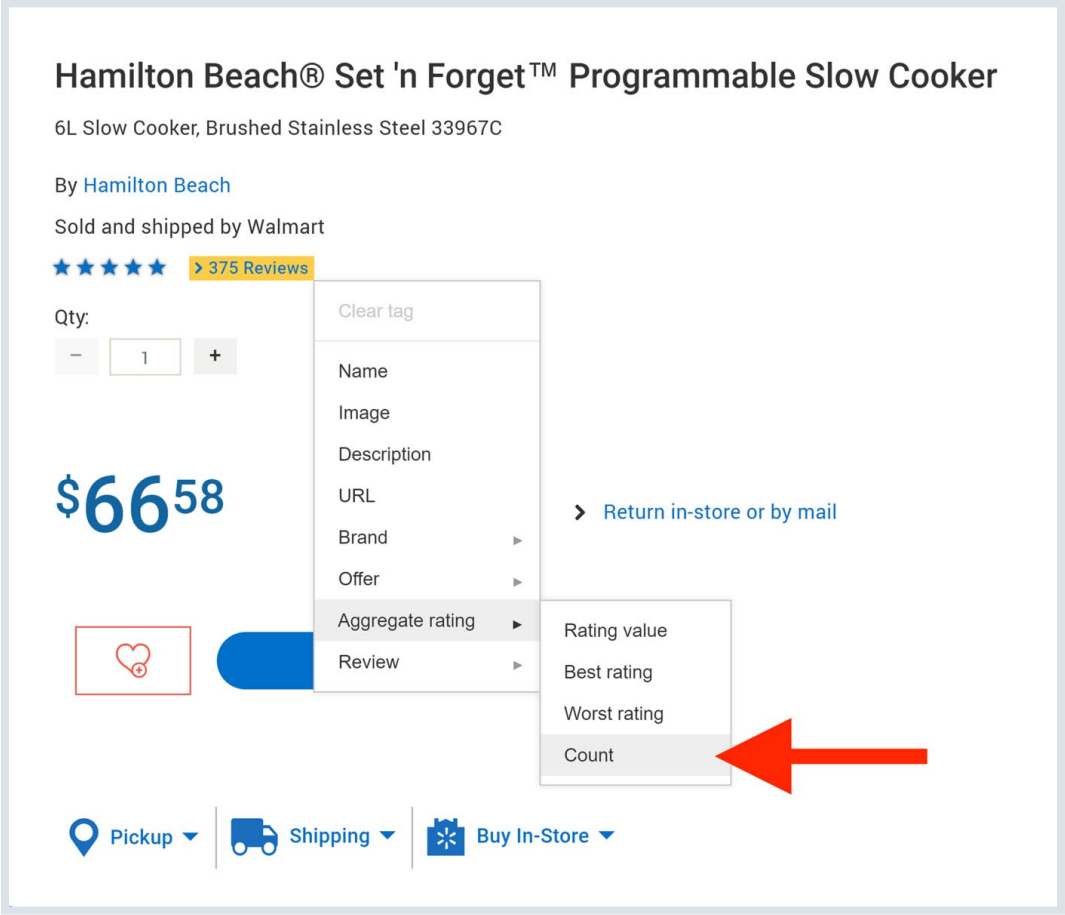
If your product was reviewed by a single person, choose “Review”. Then highlight the name of the person that reviewed the product, the date of the review etc.



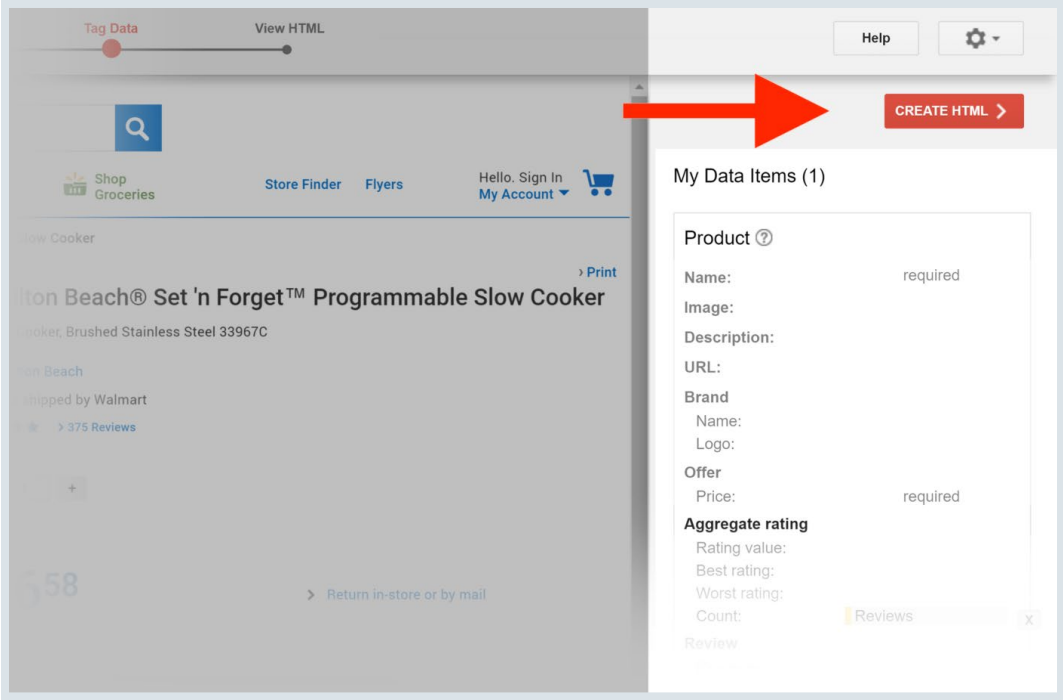
If **customers** reviewed the product, highlight the number or star rating and pick “Aggregate Rating”.



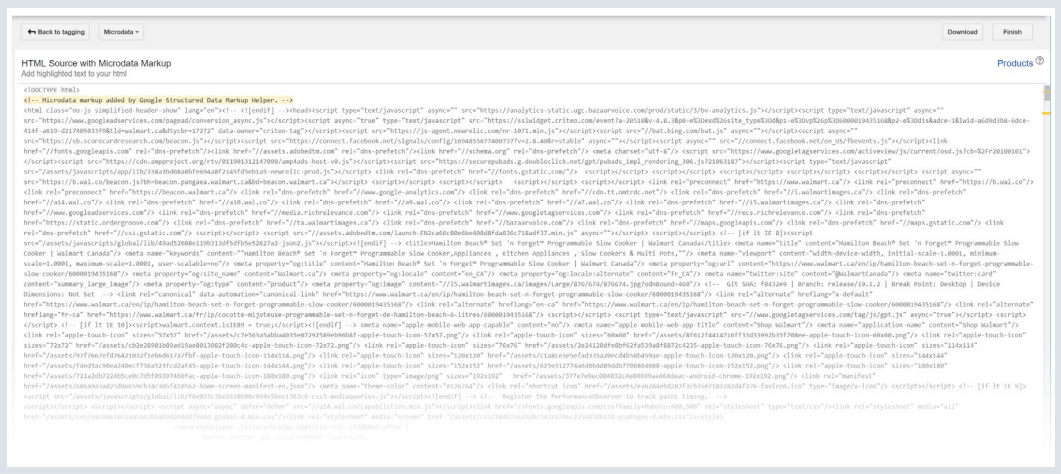
Make sure to provide as much info as you can. For example, don't forget to highlight the number of reviews and choose the "count" tag.



When you're done, choose "Create HTML".

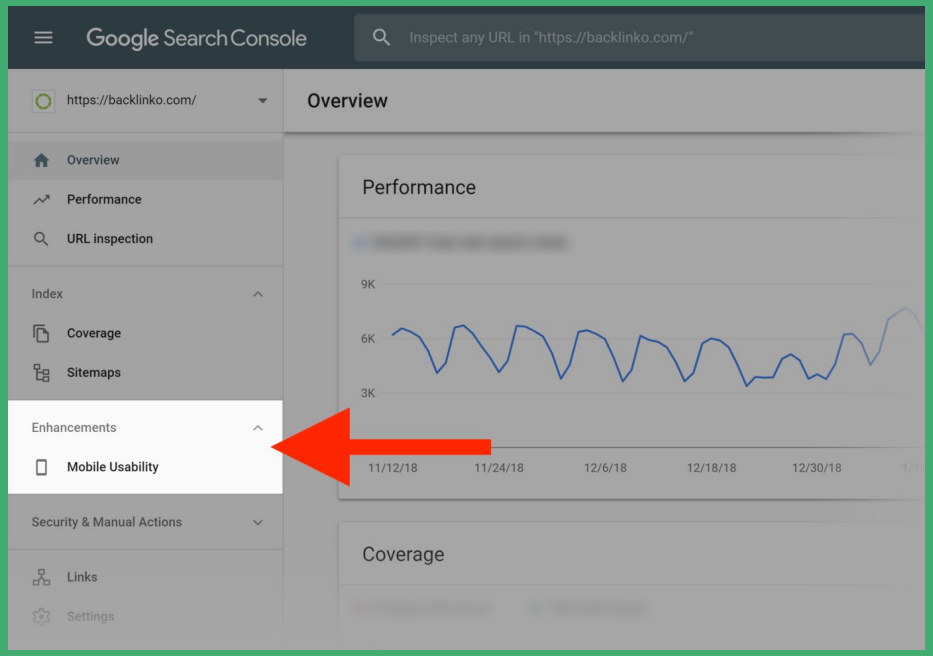


You can either copy and paste this new HTML into your page or add the new Schema markup to your existing code.



Pro Tip: Use Google Search Console to double-check that your Schema is implemented right.

If you have Schema setup, you'll see "Rich Results" under enhancements in the sidebar:



(I don't have any live Schema, so that report doesn't appear for me).

Chapter 4

Technical SEO for Ecommerce

Technical SEO is one of those things that's important for ALL sites... but doubly so for ecommerce. That's because ecommerce sites tend to have LOTS of pages. And all of those pages increase the changes that technical SEO issues will crop up.

Not only that, but most ecommerce pages don't have that many backlinks pointing to them. Which means that technical SEO is often the "tiebreaker" on Google's first page. For example, if you and your competitor are neck-and-neck, a technical SEO issue can be the difference between the 4th spot and a coveted #1 ranking.

That's why regular technical SEO site audits are key.

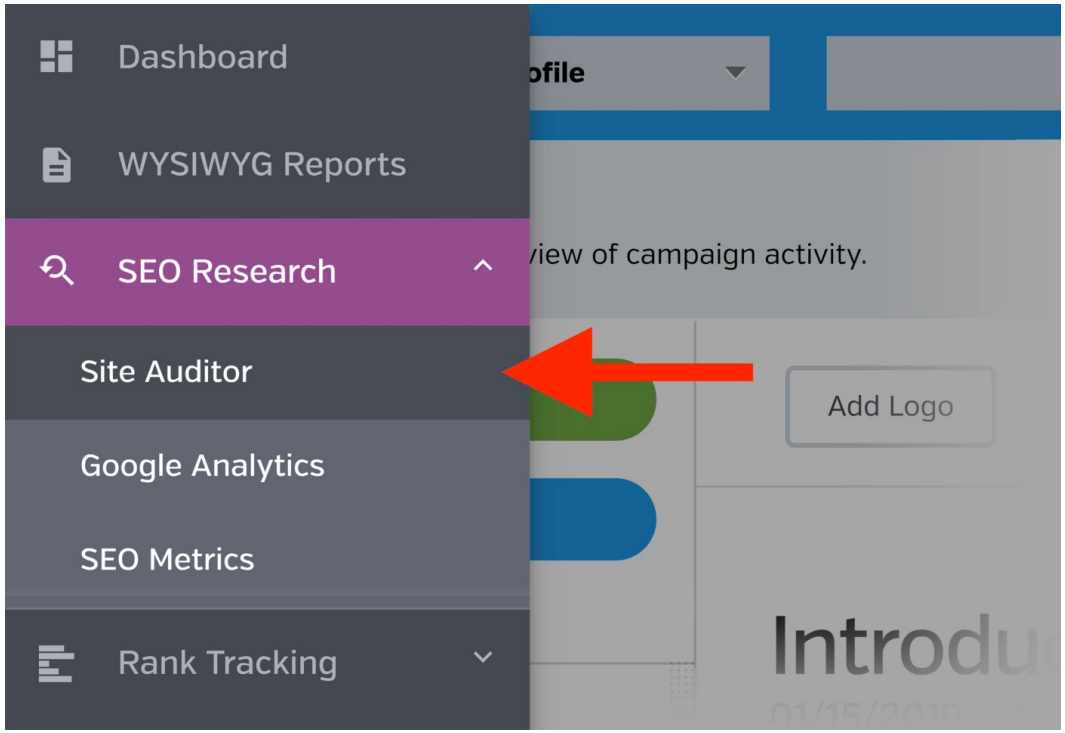
How to Run a Technical SEO Audit on an Ecommerce Website

In this example we're going to use Raven Tools. In my opinion it has the most thorough and easy-to-understand site audit feature out there.

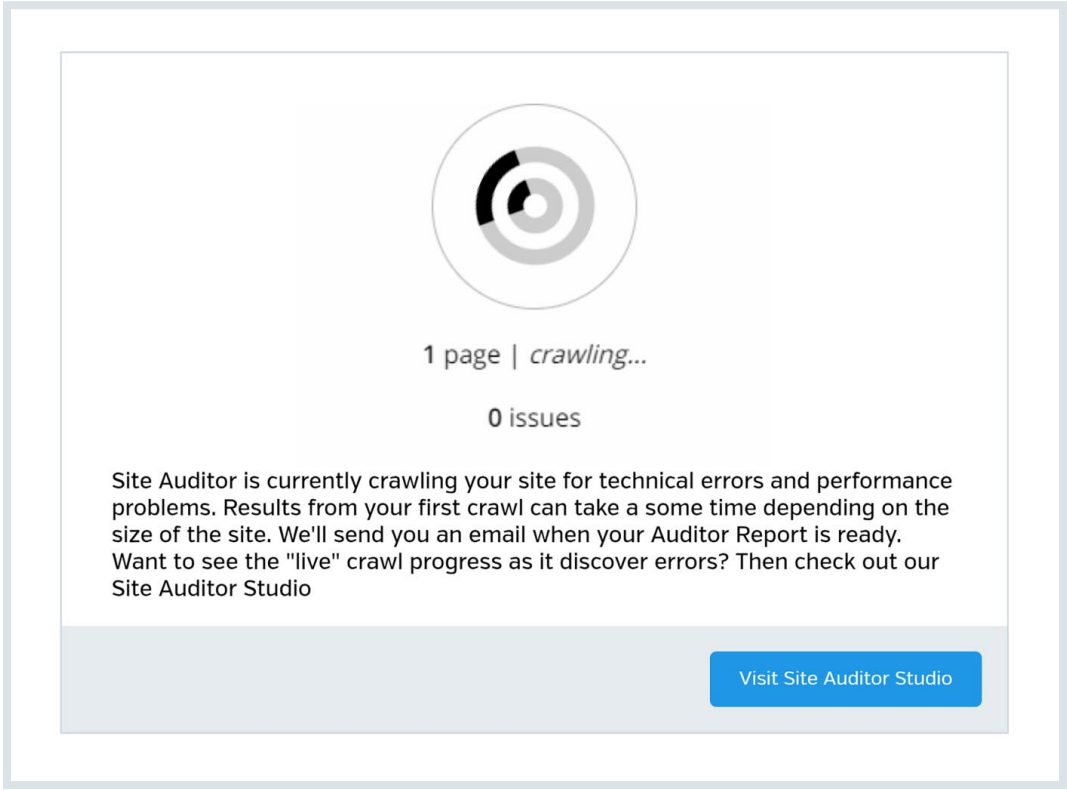
In addition to Raven Tools, here are other SEO tools you can use for ecommerce site audits:

- SEMrush
- DeepCrawl
- ScreamingFrog
- Site Condor
- Ahrefs

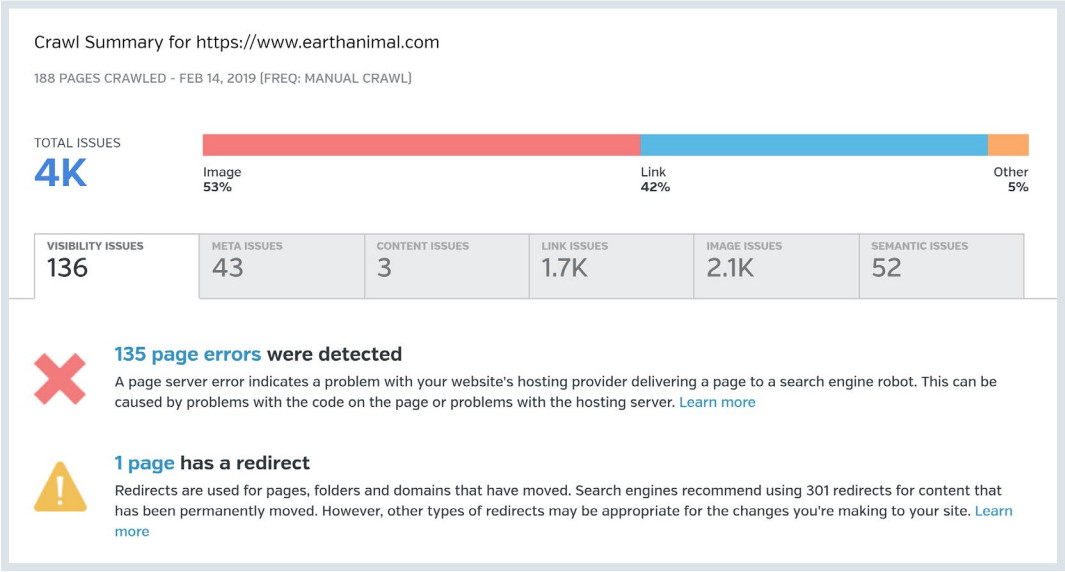
To use Raven for your ecommerce SEO site audit, choose “Site Auditor” from the left-hand sidebar:



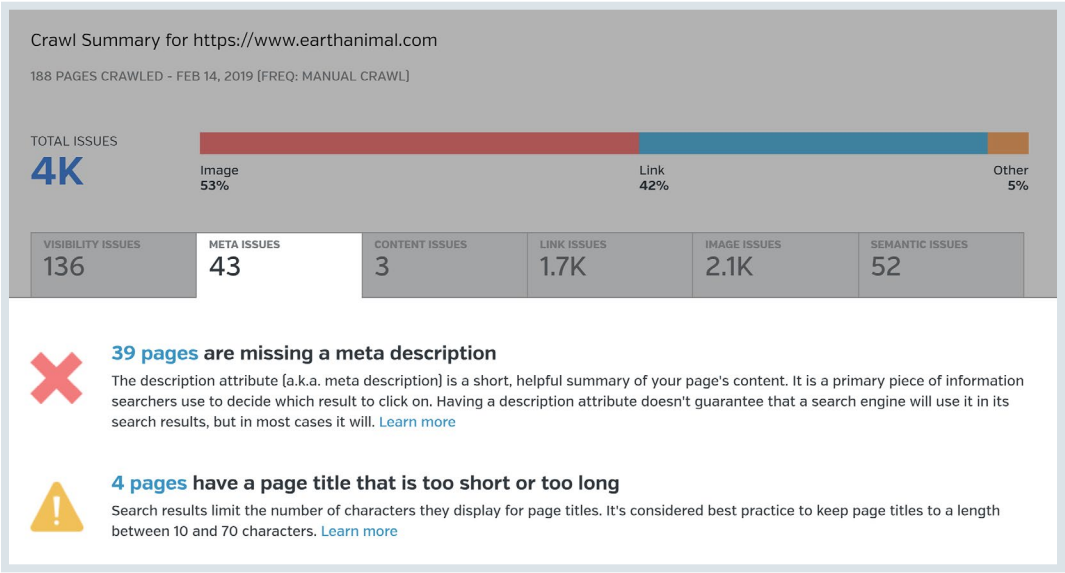
And Raven will analyze your site for potential errors.


1 page | crawling...
0 issues
Site Auditor is currently crawling your site for technical errors and performance problems. Results from your first crawl can take a some time depending on the size of the site. We'll send you an email when your Auditor Report is ready.
Want to see the "live" crawl progress as it discover errors? Then check out our Site Auditor Studio
Visit Site Auditor Studio

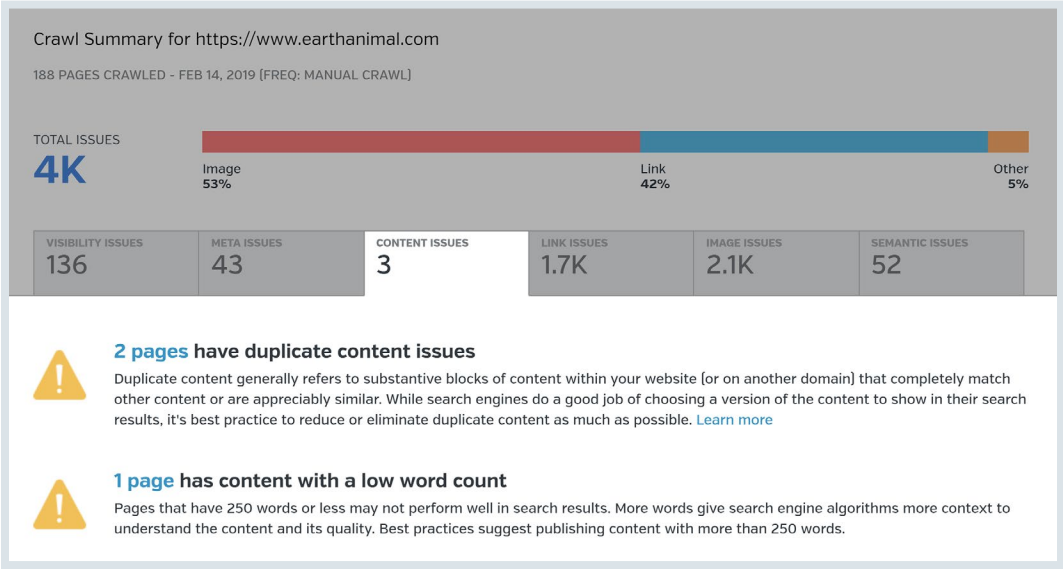
Then scan the report for issues that crop up.


Crawl Summary for https://www.earthanimal.com
188 PAGES CRAWLED - FEB 14, 2019 [FREQ: MANUAL CRAWL]
TOTAL ISSUES
4K
Image
53%
Link
42%
Other
5%
VISIBILITY ISSUES
136
META ISSUES
43
CONTENT ISSUES
3
LINK ISSUES
1.7K
IMAGE ISSUES
2.1K
SEMANTIC ISSUES
52
135 page errors were detected
A page server error indicates a problem with your website's hosting provider delivering a page to a search engine robot. This can be caused by problems with the code on the page or problems with the hosting server. Learn more
1 page has a redirect
Redirects are used for pages, folders and domains that have moved. Search engines recommend using 301 redirects for content that has been permanently moved. However, other types of redirects may be appropriate for the changes you're making to your site. Learn more

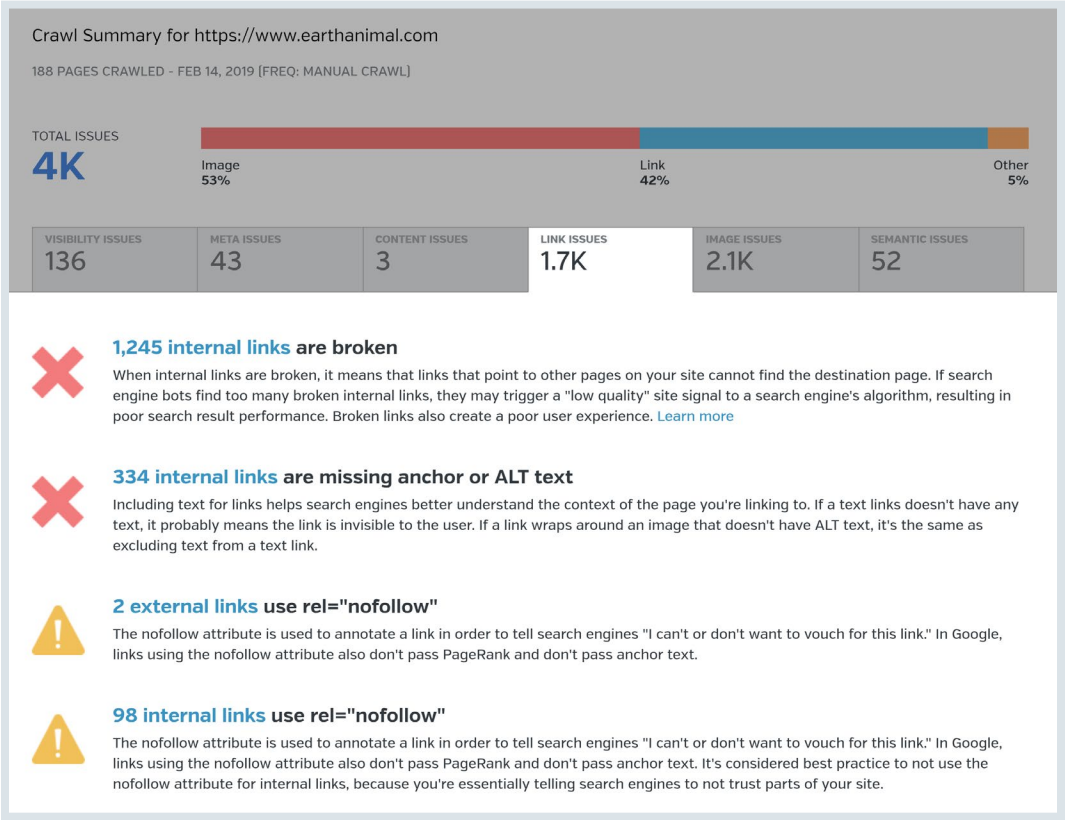
Like problems with your title and/or description tags:


Crawl Summary for https://www.earthanimal.com
188 PAGES CRAWLED - FEB 14, 2019 [FREQ: MANUAL CRAWL]
TOTAL ISSUES
4K
Image
53%
Link
42%
Other
5%
VISIBILITY ISSUES
136
META ISSUES
43
CONTENT ISSUES
3
LINK ISSUES
1.7K
IMAGE ISSUES
2.1K
SEMANTIC ISSUES
52
39 pages are missing a meta description
The description attribute (a.k.a. meta description) is a short, helpful summary of your page's content. It is a primary piece of information searchers use to decide which result to click on. Having a description attribute doesn't guarantee that a search engine will use it in its search results, but in most cases it will. Learn more
4 pages have a page title that is too short or too long
Search results limit the number of characters they display for page titles. It's considered best practice to keep page titles to a length between 10 and 70 characters. Learn more

Duplicate and thin content:


Crawl Summary for https://www.earthanimal.com
188 PAGES CRAWLED - FEB 14, 2019 (FREQ: MANUAL CRAWL)
TOTAL ISSUES
4K
Image
53%
Link
42%
Other
5%
VISIBILITY ISSUES
136
META ISSUES
43
CONTENT ISSUES
3
LINK ISSUES
1.7K
IMAGE ISSUES
2.1K
SEMANTIC ISSUES
52
2 pages have duplicate content issues
Duplicate content generally refers to substantive blocks of content within your website (or on another domain) that completely match other content or are appreciably similar. While search engines do a good job of choosing a version of the content to show in their search results, it's best practice to reduce or eliminate duplicate content as much as possible. Learn more
1 page has content with a low word count
Pages that have 250 words or less may not perform well in search results. More words give search engine algorithms more context to understand the content and its quality. Best practices suggest publishing content with more than 250 words.

And broken links:


Crawl Summary for https://www.earthanimal.com
188 PAGES CRAWLED - FEB 14, 2019 [FREQ: MANUAL CRAWL]
TOTAL ISSUES
4K
Image
53%
Link
42%
Other
5%
VISIBILITY ISSUES
136
META ISSUES
43
CONTENT ISSUES
3
LINK ISSUES
1.7K
IMAGE ISSUES
2.1K
SEMANTIC ISSUES
52
1,245 internal links are broken
When internal links are broken, it means that links that point to other pages on your site cannot find the destination page. If search engine bots find too many broken internal links, they may trigger a "low quality" site signal to a search engine's algorithm, resulting in poor search result performance. Broken links also create a poor user experience. Learn more
334 internal links are missing anchor or ALT text
Including text for links helps search engines better understand the context of the page you're linking to. If a text links doesn't have any text, it probably means the link is invisible to the user. If a link wraps around an image that doesn't have ALT text, it's the same as excluding text from a text link.
2 external links use rel="nofollow"
The nofollow attribute is used to annotate a link in order to tell search engines "I can't or don't want to vouch for this link." In Google, links using the nofollow attribute also don't pass PageRank and don't pass anchor text.
98 internal links use rel="nofollow"
The nofollow attribute is used to annotate a link in order to tell search engines "I can't or don't want to vouch for this link." In Google, links using the nofollow attribute also don't pass PageRank and don't pass anchor text. It's considered best practice to not use the nofollow attribute for internal links, because you're essentially telling search engines to not trust parts of your site.

Now that you've seen how to find SEO errors, it's time for me to show you how to solve them.

How to Fix Common Technical SEO Issues On Ecommerce Sites

Problem: Too Many Pages

Having thousands of pages on your site can be a technical SEO nightmare. It makes writing unique content for each page a monumental task. Also, the more pages you have, the more likely you'll struggle with duplicate content issues.

Why It Happens

Some ecommerce sites just have lots and lots of products for sale. Because each of these products require their own page, the site accumulates lots of pages. Also, sometimes each slight variation in the same product (for example 15 different shoe sizes) has its own unique URL, which can bloat your ecommerce site's total page count.

How to Fix it

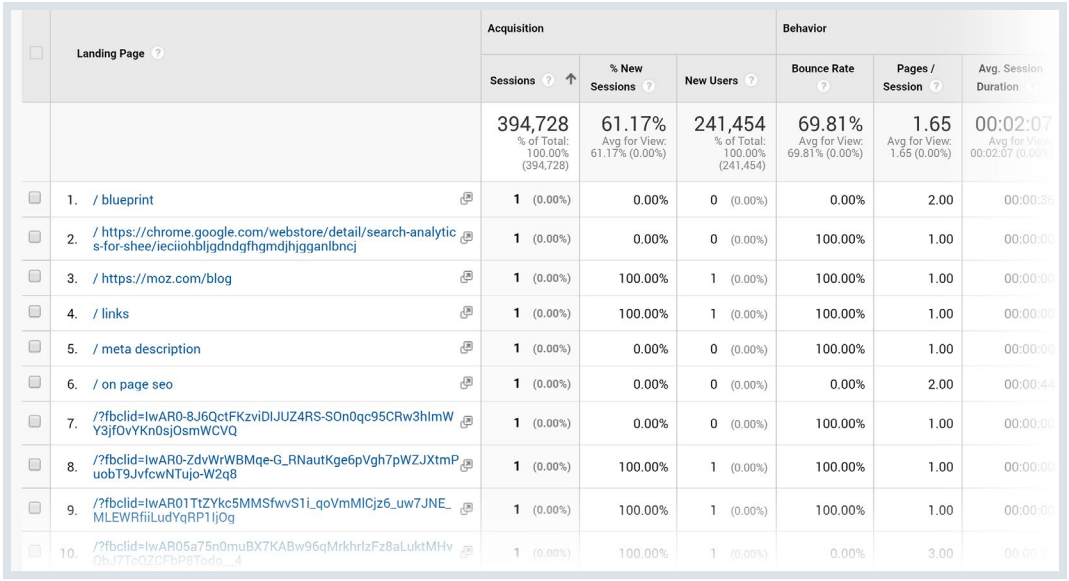
First, identify pages that you can delete or noindex... without affecting your bottom line.

In my experience, 80% of an ecommerce site's sales come from 20% of its products (the ol' 80/20 principle at work). And around 25% of an ecommerce product pages haven't generated ANY sales over the last year.

Rather than working to improve these pages, you're better off simply deleting them, noindexing them, or combining them into a "super page".

Most ecommerce CMSs (like Shopify) make it easy to find products that haven't generated any revenue lately. If they haven't, you can put them into a "maybe delete" list.

But before you actually delete anything, check Google Analytics to make sure these pages aren't bringing in any traffic.



	Landing Page	Acquisition			Behavior		
		Sessions ↓	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration
		394,728 % of Total: 100.00% (394,728)	61.17% Avg for View: 61.17% (0.00%)	241,454 % of Total: 100.00% (241,454)	69.81% Avg for View: 69.81% (0.00%)	1.65 Avg for View: 1.65 (0.00%)	00:02:07 Avg for View: 00:02:07 (0.00%)
1.	/ blueprint	1 (0.00%)	0.00%	0 (0.00%)	0.00%	2.00	00:00:36
2.	/ https://chrome.google.com/webstore/detail/search-analytics-for-shee/ieciiohbljgdndgfhgmdjhjgganlbncj	1 (0.00%)	0.00%	0 (0.00%)	100.00%	1.00	00:00:00
3.	/ https://moz.com/blog	1 (0.00%)	100.00%	1 (0.00%)	100.00%	1.00	00:00:00
4.	/ links	1 (0.00%)	100.00%	1 (0.00%)	100.00%	1.00	00:00:00
5.	/ meta description	1 (0.00%)	0.00%	0 (0.00%)	100.00%	1.00	00:00:00
6.	/ on page seo	1 (0.00%)	0.00%	0 (0.00%)	0.00%	2.00	00:00:44
7.	/?fbclid=IwAR0-8J6QctFKzviDlJUZ4RS-SOn0qc95CRw3hImWY3jfOvYKn0sjOsmWCVQ	1 (0.00%)	0.00%	0 (0.00%)	100.00%	1.00	00:00:00
8.	/?fbclid=IwAR0-ZdvWrWBMqe-G_RNautKge6pVgh7pWZJXtmPuobT9JvfcwNTujo-W2q8	1 (0.00%)	100.00%	1 (0.00%)	100.00%	1.00	00:00:00
9.	/?fbclid=IwAR01TtZYkc5MMSfwvS1i_qoVmMlCjz6_uw7JNE_MLEWRfiiLudYqRP1IjOg	1 (0.00%)	100.00%	1 (0.00%)	100.00%	1.00	00:00:00
10.	/?fbclid=IwAR05a75n0muBX7KABw96qMrkhrlzFz8aLuktMHv...	1 (0.00%)	100.00%	1 (0.00%)	0.00%	3.00	00:00:...

If a page isn't bringing visitors to your site or putting cash in your pocket, you should ask yourself: "what's the point of this page?".

In some cases these "deadweight" pages will make up 5-10% of your site. For others, it can be as many as 50%.

Once you've removed excess pages that might be causing problems, it's time to fix and improve the pages that are left.

Problem: Duplicate Content

Duplicate content is one of the most common ecommerce SEO issues on the planet. And it's one that can sink your site in Google's search results (thanks to Google Panda).

Fortunately, with a commitment to unique content on every page of your ecommerce site (and using advanced SEO techniques like canonical tags), you can make duplicate content issues a thing of the past.

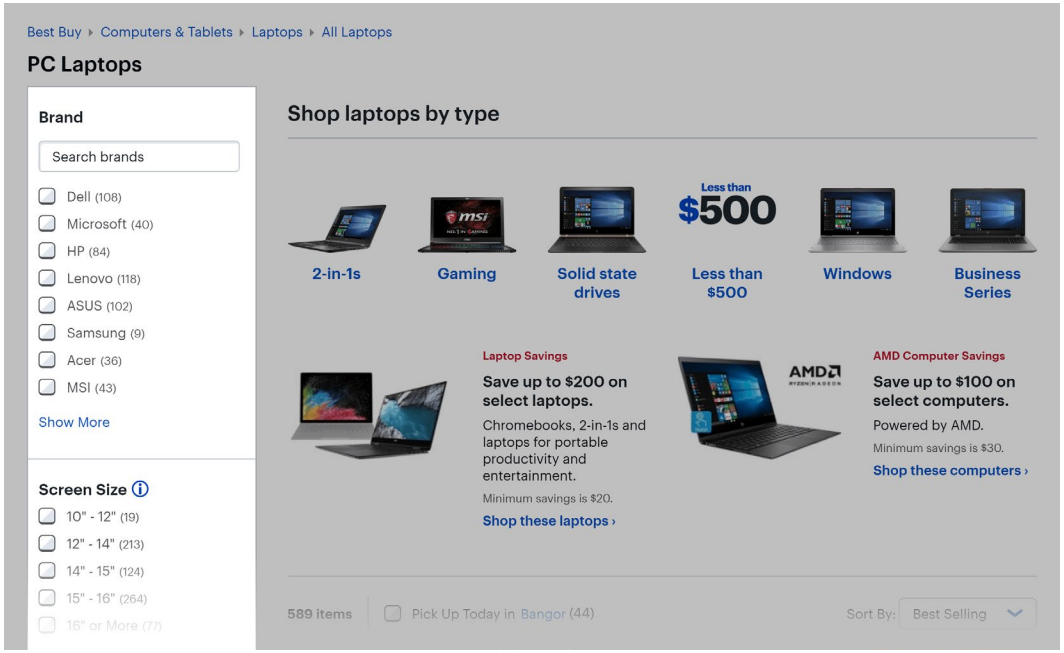
Why It Happens

There are a lot of reasons that duplicate content crop up on ecommerce sites.

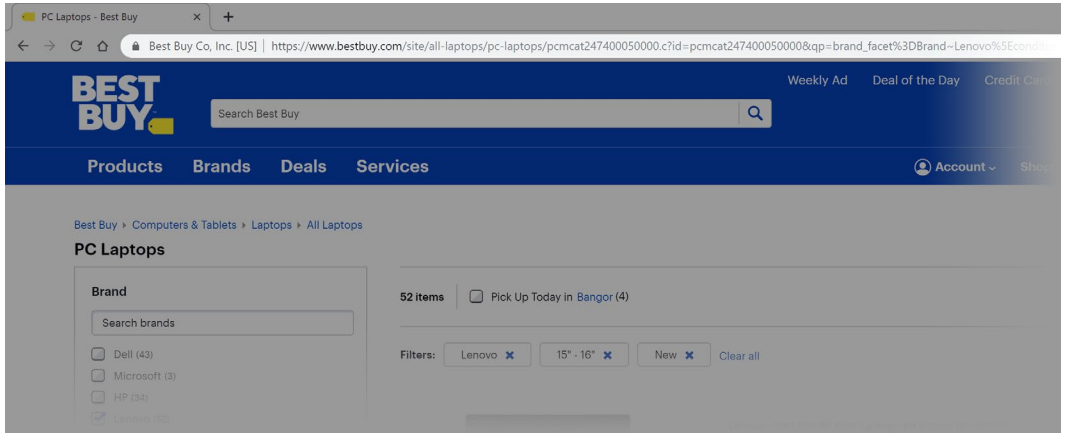
Here are the three most common reasons.

First, the site creates unique URLs for every version of a product or category page.

For example, if you have a category menu like this...



...it might create a unique URL for every selection the person makes.

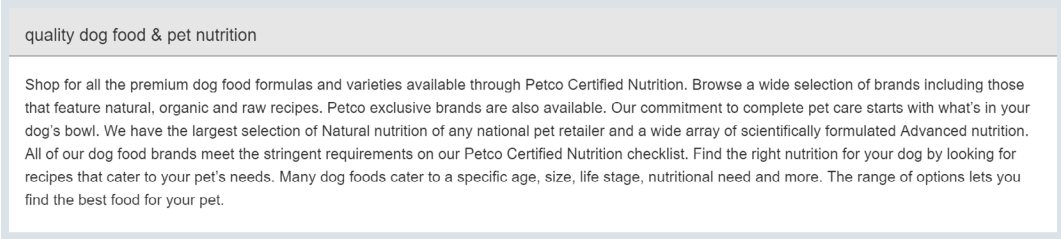


If those URLs gets indexed by Google, it's going to create A LOT of duplicate content.

This can also happen if slight variations of the same product (for example, different shoe sizes or colors) create unique product page URLs.

Second, we have boilerplate content. This is where you have a snippet of text that appears on multiple pages.

Here's an example:


quality dog food & pet nutrition
Shop for all the premium dog food formulas and varieties available through Petco Certified Nutrition. Browse a wide selection of brands including those that feature natural, organic and raw recipes. Petco exclusive brands are also available. Our commitment to complete pet care starts with what's in your dog's bowl. We have the largest selection of Natural nutrition of any national pet retailer and a wide array of scientifically formulated Advanced nutrition. All of our dog food brands meet the stringent requirements on our Petco Certified Nutrition checklist. Find the right nutrition for your dog by looking for recipes that cater to your pet's needs. Many dog foods cater to a specific age, size, life stage, nutritional need and more. The range of options lets you find the best food for your pet.

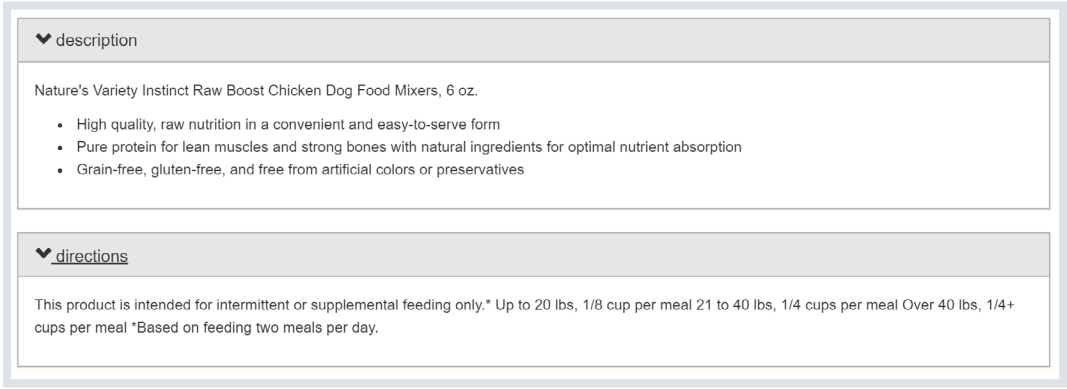
Of course, it's perfectly fine to use some of the same content on every page (for example, "At Brian's Organic Supplements, we use the best ingredients at the best price.").

But if your boilerplate content gets to be 100+ words it can be seen as duplicate content in the eyes of Google.

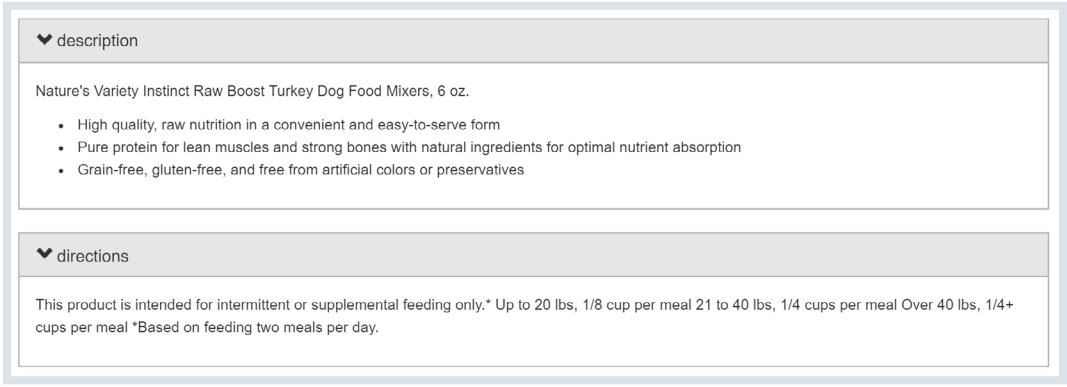
Finally, we have copied descriptions. This happens anytime you have the same (or very similar) content on multiple product or category pages.

For example, here's an example of duplicate content on two different ecommerce product pages...

Product Page #1:


description
Nature's Variety Instinct Raw Boost Chicken Dog Food Mixers, 6 oz.
High quality, raw nutrition in a convenient and easy-to-serve form
Pure protein for lean muscles and strong bones with natural ingredients for optimal nutrient absorption
Grain-free, gluten-free, and free from artificial colors or preservatives
directions
This product is intended for intermittent or supplemental feeding only.* Up to 20 lbs, 1/8 cup per meal 21 to 40 lbs, 1/4 cups per meal Over 40 lbs, 1/4+ cups per meal *Based on feeding two meals per day.

Product Page #2:


description
Nature's Variety Instinct Raw Boost Turkey Dog Food Mixers, 6 oz.
High quality, raw nutrition in a convenient and easy-to-serve form
Pure protein for lean muscles and strong bones with natural ingredients for optimal nutrient absorption
Grain-free, gluten-free, and free from artificial colors or preservatives
directions
This product is intended for intermittent or supplemental feeding only.* Up to 20 lbs, 1/8 cup per meal 21 to 40 lbs, 1/4 cups per meal Over 40 lbs, 1/4+ cups per meal *Based on feeding two meals per day.

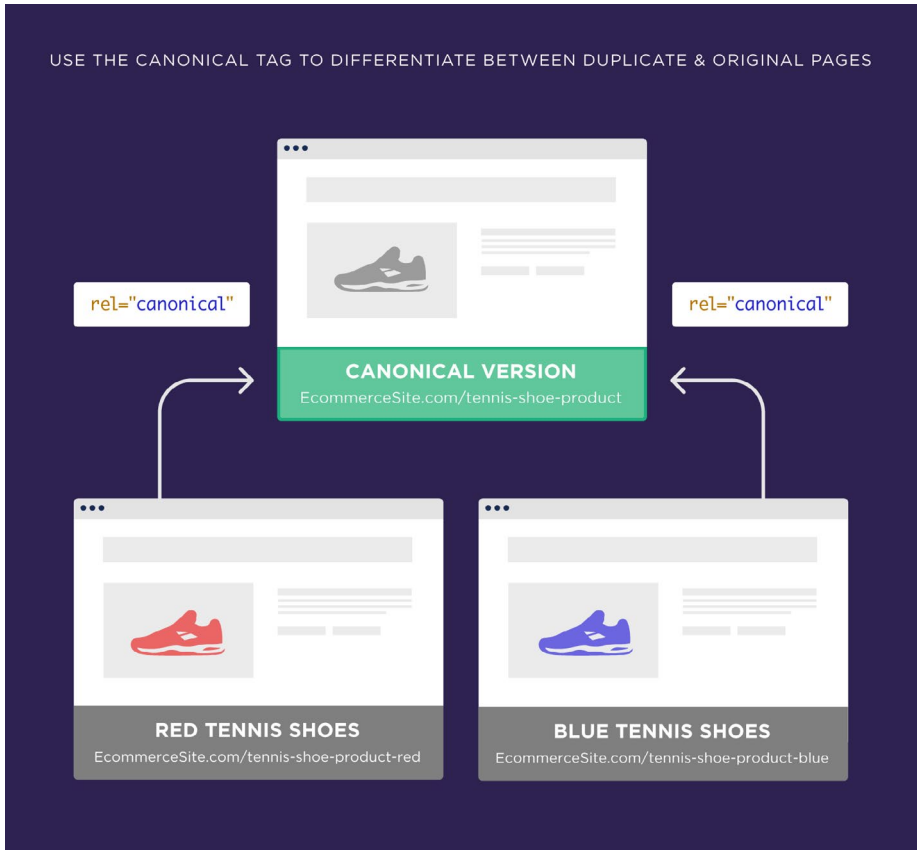
As you can see, the content on these two pages is almost identical. Not good.

How to Fix it

Your first option is to noindex pages that don't bring in search engine traffic but are causing duplicate content issues.

For example, if your category filters generate unique URLs, you can noindex those URLs. Problem solved. Once you've noindexed all of the URLs that need to go, it's time to tap into the canonical tag ("rel=canonical").

A canonical tag simply tells search engines that certain pages are exact copies or slight variations of the same page. When a search engine sees a canonical tag on a page, they know that they shouldn't treat it as a unique page.



(Not only does canonicalization solve duplicate content issues, but it helps makes your backlinks more valuable. That's because links that point to several different URLs reroute to a single URL, making those links more powerful).

Pro Tip: Implementing canonical tags can be tricky. That's why I recommend that you hire an SEO pro with technical SEO expertise to help. But if you prefer to set up canonicals yourself, this guide by Google will help.

Finally, it's time to write unique content for all of the pages that you haven't noindexed or set up with canonical URLs.

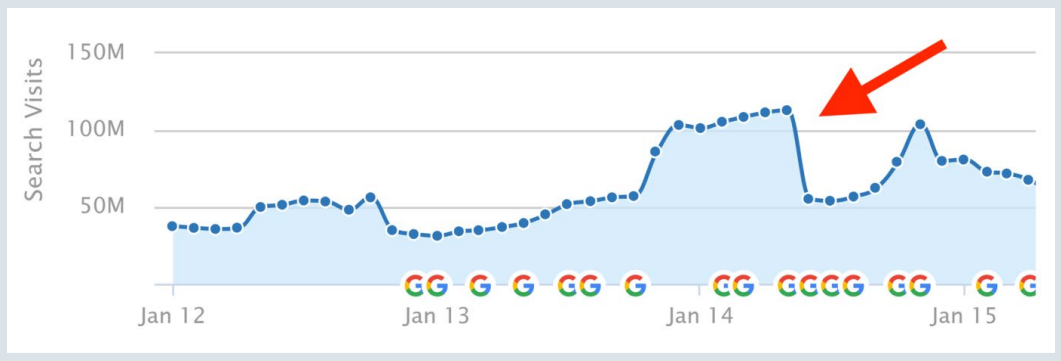
Yes, this is hard work (especially for an ecommerce site with thousands of pages). But it's an absolute must if you want to compete against the ecommerce giants (like Amazon) that tend to dominate Google's first page.

To make the process easier, I recommend creating templates for product and category page descriptions (I'll have an example template for you in the next section).

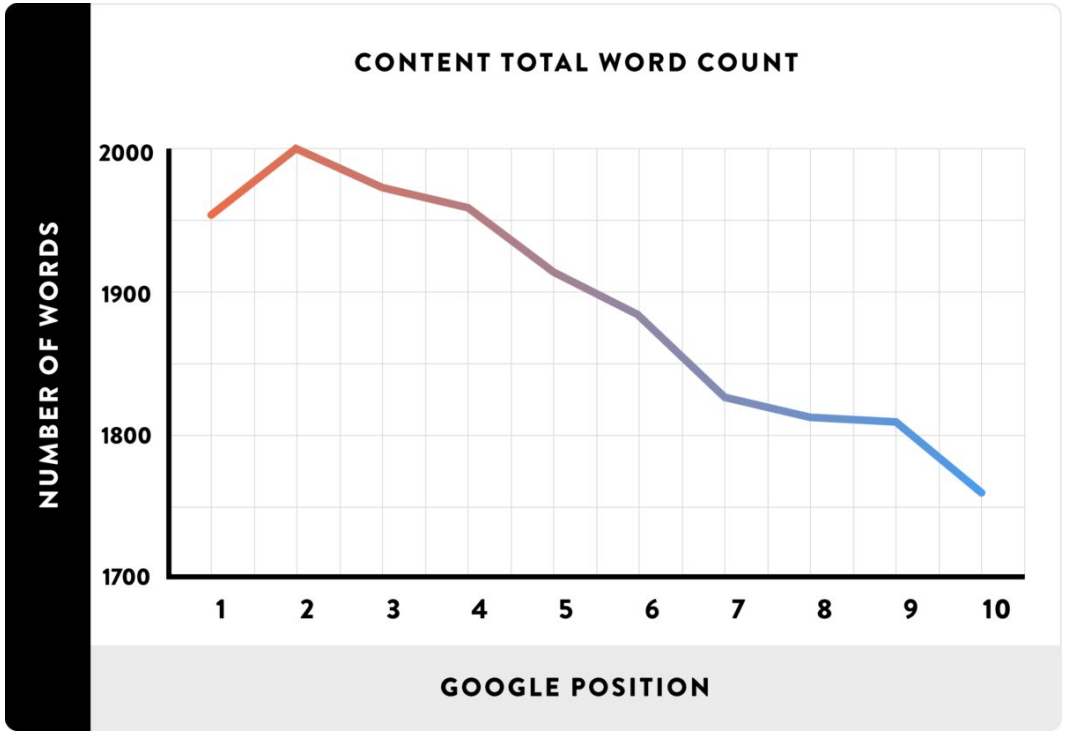
Problem: Thin Content

Thin content is another common technical SEO issue that ecommerce sites have to deal with. So even after you solve your duplicate content issues, you might have pages with thin content.

And make no mistake: thin content can derail entire ecommerce SEO campaigns. In fact, eBay lost upwards of 33% of its organic traffic due to a thin content-related Panda penalty.



But let's not focus on the negative. Our data from analyzing 1 million Google search results found that longer content tended to rank above thin content.



Why It Happens

One of the main reasons that ecommerce sites suffer from thin content is that it's challenging to write lots of unique content about similar products. After all, once you've written a description about one running shoe what can you write about 25 others?

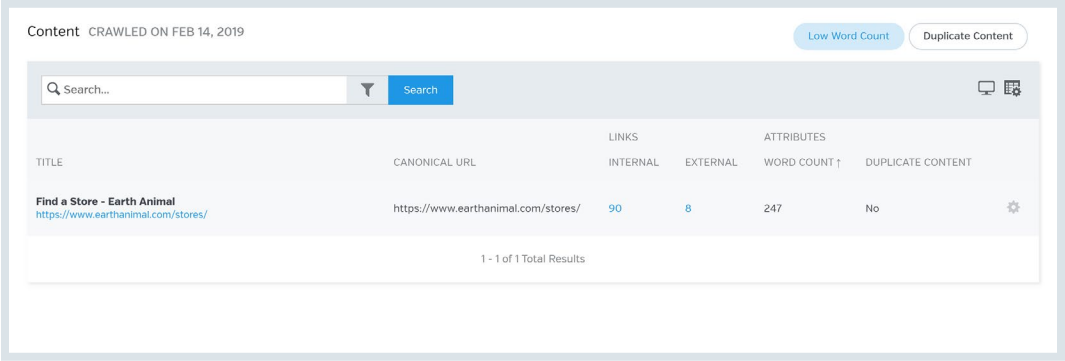
While this is a legit concern, it shouldn't stop you from writing at least 500 words (and preferably 1000+ words) for all of your important category and product pages.

How To Fix It

First, you want to identify pages on your site that have thin content.

Pro Tip: Everyone has a different definition of "thin content". In my mind, thin content refers to short snippets of content that doesn't bring any unique value to the table.

You can go through each page on your site one-by-one or use a tool like Raven Tools to find pages that are a bit on the thin side (Raven considers pages with fewer than 250 words as having a “low word count”):



Once you’ve identified thin content pages it’s time to bulk them up with high-quality, unique content. Templates make this process go significantly faster.

Here’s an example template for a product page description:

PRODUCT PAGE DESCRIPTION TEMPLATE
Product Name
$99.00
Add to cart
50 - 100 WORD INTRO
Product Description
BULLET LIST OF FEATURES
Features
"DEEP DIVE" PRODUCT DESCRIPTION
Use cases, awards, benefits, product images, FAQs
50 WORD CONCLUSION
Summary + call to action

Pro Tip: The more **truly unique** your content is, the better. That means actually using the products you sell. Write your impressions. Take your own product images. This will make your product descriptions stand out to users and search engines.

Problem: Site Speed

Site speed is one of the few signals that Google has publicly stated they use as part of their algorithm.

But site speed isn't just important for ecommerce SEO: it also directly impacts your bottom line. Research by Radware found that slow load times can increase shopping cart abandonment by 29.8%.

Why It Happens

Here are the three most common reasons that ecommerce site pages load slowly:

Bloated Ecommerce Platforms: Certain ecommerce platforms are inherently slow due to bloated code. And unlike a blogging CMS like WordPress, you can't just install a plugin and watch your speed improve.

Large Image File Sizes: High-res product images are awesome for your customers, but can make your page load like molasses.

Slow Hosting and Servers: When it comes to web hosting, you get what you pay for. A slow hosting plan can put the brakes on your site's max speed.

Fortunately, all three of these site speed issues can be solved somewhat easily.

How to Fix it

Upgrade Your Hosting: I can't recommend specific hosting providers because your decision depends on your preferences and needs (for example, the level of support, pricing, security etc.). But what I can say is that you should spend at least $50/month on your host. If you spend less, your loading speed is likely to suffer.

Invest In a CDN: A CDN is one of the fastest (and cheapest) ways to significantly crank up your site's loading speed. Bonus: a CDN also makes your site more secure from attacks and hacks.

Optimize Image File Size with Compression: This is a biggie for ecommerce product pages. Make sure to export images so they're optimized for the web.

Chapter 5

Content Marketing for Ecommerce Sites

Content marketing can help you get LOTS of targeted traffic... and sales.

The question is:

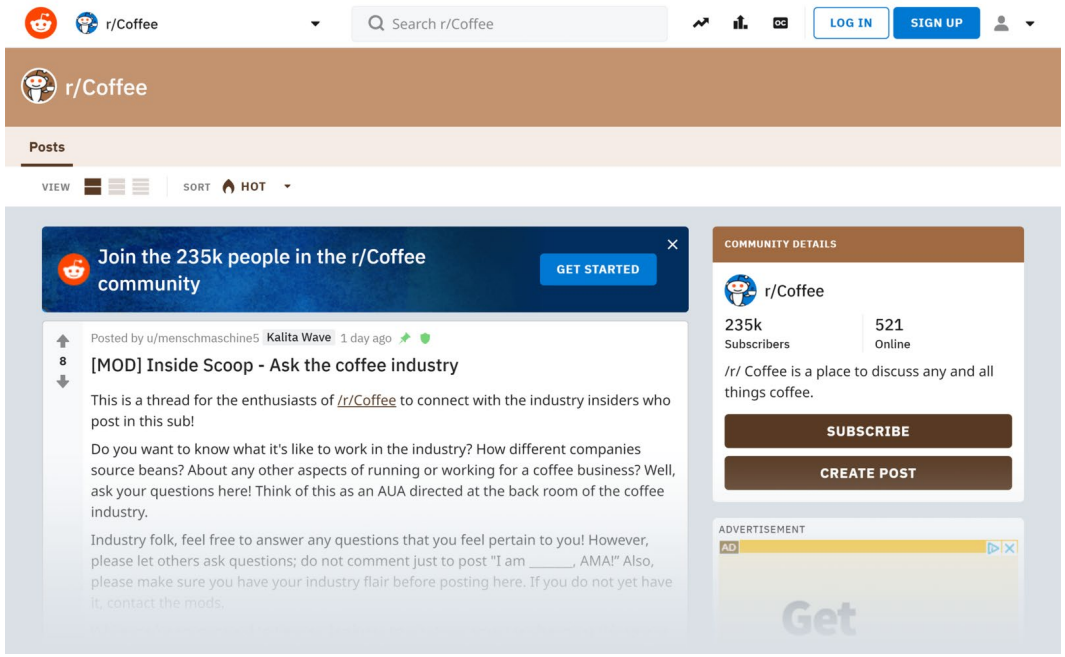
How do you use content to get higher rankings and more traffic to your ecommerce website?

Here's a step-by-step guide...

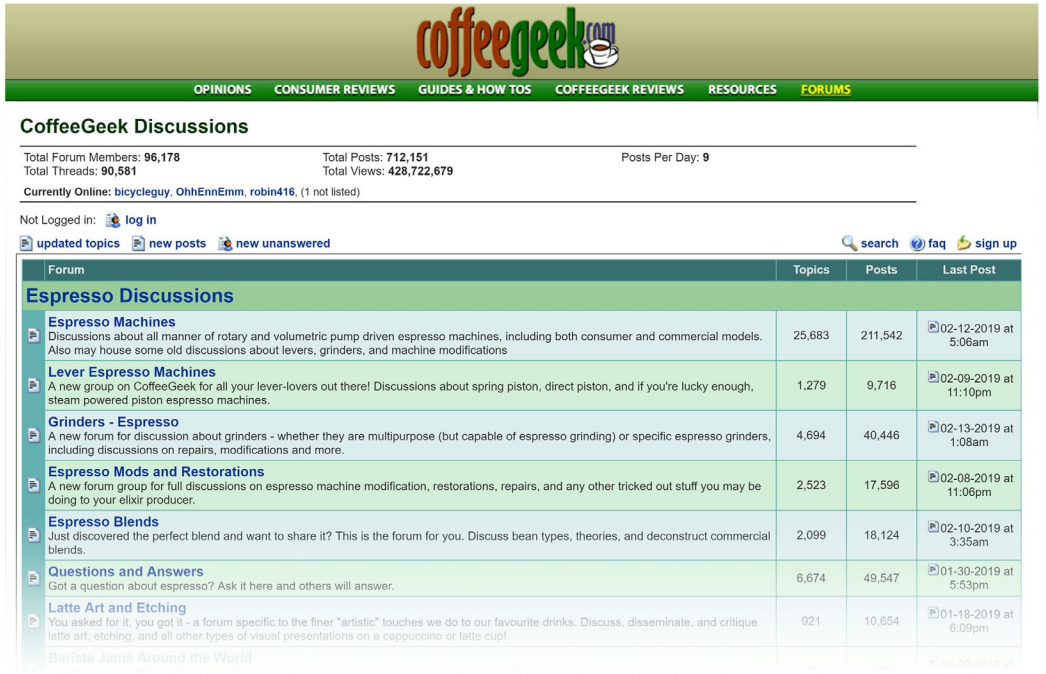
Step #1: Find Where Your Target Customers Hang Out Online

Hanging out with your customers gives you incredible insight into their thoughts, dreams, fears, and desires. Because it's not always possible to hang out with customers in real life, I recommend going to places that they tend to hang out online.

For example, if your target audience is made up of coffee snobs, you'd want to check out places like Reddit's coffee community...


r/Coffee
Search r/Coffee
LOG IN
SIGN UP
r/Coffee
Posts
VIEW
SORT HOT
Join the 235k people in the r/Coffee community
GET STARTED
Posted by u/menschmaschine5 Kalita Wave 1 day ago
8
[MOD] Inside Scoop - Ask the coffee industry
This is a thread for the enthusiasts of /r/Coffee to connect with the industry insiders who post in this sub!
Do you want to know what it's like to work in the industry? How different companies source beans? About any other aspects of running or working for a coffee business? Well, ask your questions here! Think of this as an AUA directed at the back room of the coffee industry.
Industry folk, feel free to answer any questions that you feel pertain to you! However, please let others ask questions; do not comment just to post "I am _____, AMA!" Also, please make sure you have your industry flair before posting here. If you do not yet have it, contact the mods.
COMMUNITY DETAILS
r/Coffee
235k
Subscribers
521
Online
/r/ Coffee is a place to discuss any and all things coffee.
SUBSCRIBE
CREATE POST
ADVERTISEMENT
AD
Get

...and even old school forums about coffee.



coffeegeek.com

OPINIONS | CONSUMER REVIEWS | GUIDES & HOW TOS | COFFEEGEEK REVIEWS | RESOURCES | FORUMS

CoffeeGeek Discussions

Total Forum Members: **96,178**
Total Threads: **90,581**
Total Posts: **712,151**
Total Views: **428,722,679**
Posts Per Day: **9**

Currently Online: bicycleguy, OhhEnnEmm, robin416, (1 not listed)

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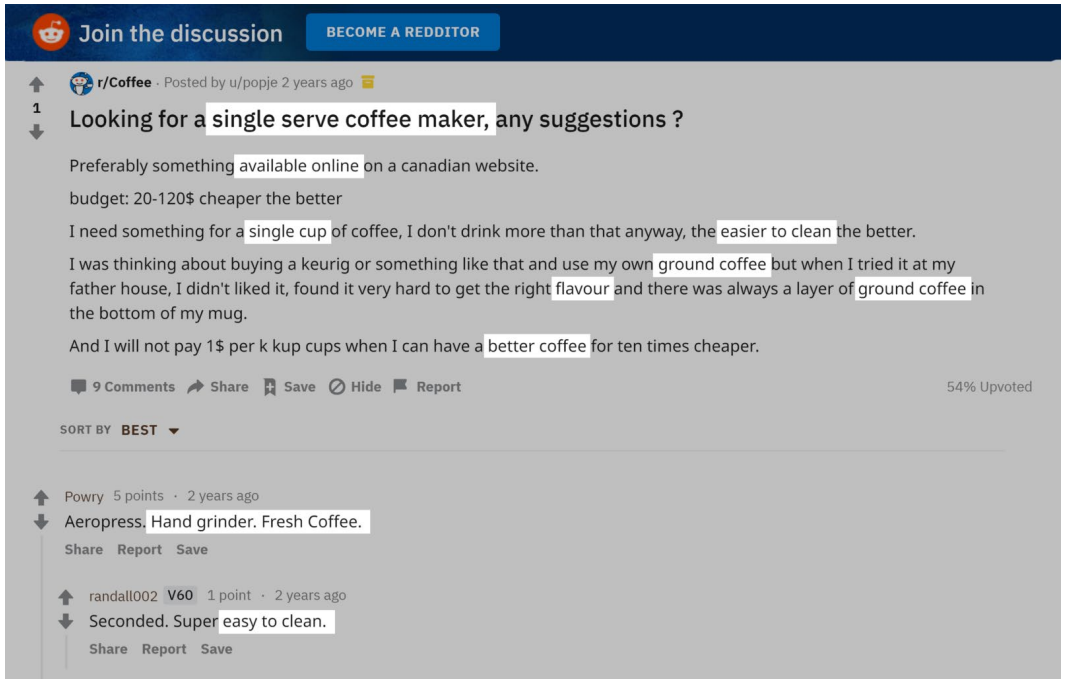
updated topics | new posts | new unanswered | search | faq | sign up

Forum	Topics	Posts	Last Post
Espresso Discussions			
Espresso Machines Discussions about all manner of rotary and volumetric pump driven espresso machines, including both consumer and commercial models. Also may house some old discussions about levers, grinders, and machine modifications	25,683	211,542	02-12-2019 at 5:06am
Lever Espresso Machines A new group on CoffeeGeek for all your lever-lovers out there! Discussions about spring piston, direct piston, and if you're lucky enough, steam powered piston espresso machines.	1,279	9,716	02-09-2019 at 11:10pm
Grinders - Espresso A new forum for discussion about grinders - whether they are multipurpose (but capable of espresso grinding) or specific espresso grinders, including discussions on repairs, modifications and more.	4,694	40,446	02-13-2019 at 1:08am
Espresso Mods and Restorations A new forum group for full discussions on espresso machine modification, restorations, repairs, and any other tricked out stuff you may be doing to your elixir producer.	2,523	17,596	02-08-2019 at 11:06pm
Espresso Blends Just discovered the perfect blend and want to share it? This is the forum for you. Discuss bean types, theories, and deconstruct commercial blends.	2,099	18,124	02-10-2019 at 3:35am
Questions and Answers Got a question about espresso? Ask it here and others will answer.	6,674	49,547	01-30-2019 at 5:53pm
Latte Art and Etching You asked for it, you got it - a forum specific to the finer "artistic" touches we do to our favourite drinks. Discuss, disseminate, and critique latte art, etching, and all other types of visual presentations on a cappuccino or latte cup!	921	10,654	01-18-2019 at 6:09pm
Barista Jams Around the World			

Step #2: Learn What Words and Phrases Customers Use

Now that you've found your target audience, it's time to stalk them. Don't worry, this isn't as creepy as it sounds.

You just want to keep an eye out for words and phrases that they use to describe their problems and issues:


Join the discussion
BECOME A REDDITOR
r/Coffee · Posted by u/popje 2 years ago
1
Looking for a single serve coffee maker, any suggestions ?
Preferably something available online on a canadian website.
budget: 20-120$ cheaper the better
I need something for a single cup of coffee, I don't drink more than that anyway, the easier to clean the better.
I was thinking about buying a keurig or something like that and use my own ground coffee but when I tried it at my father house, I didn't liked it, found it very hard to get the right flavour and there was always a layer of ground coffee in the bottom of my mug.
And I will not pay 1$ per k kup cups when I can have a better coffee for ten times cheaper.
9 Comments
Share
Save
Hide
Report
54% Upvoted
SORT BY BEST
Powry 5 points · 2 years ago
Aeropress. Hand grinder. Fresh Coffee.
Share Report Save
randall002 V60 1 point · 2 years ago
Seconded. Super easy to clean.
Share Report Save

These phrases represent keywords that your audience uses when they're NOT shopping for products. These make great keywords for you to create blog content around.

Step #3: Create An Outstanding Piece of Content Around That Keyword

Next, it's time to create a piece of content that's the bar-none absolute best on the planet.

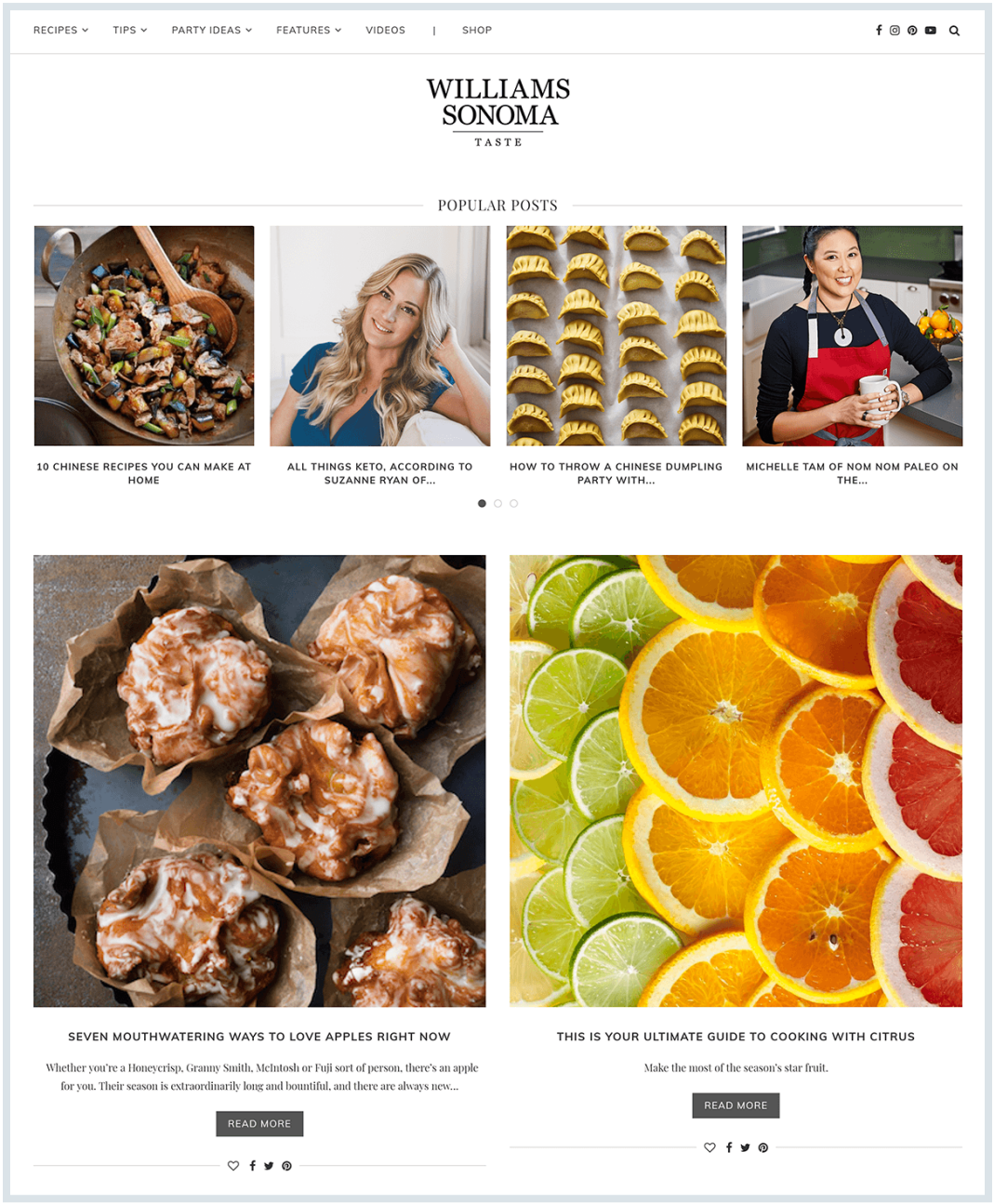
The easiest way to do that? The Skyscraper Technique.

This video will walk you through the entire step-by-step process:

And when you've finished step #3, start back at the top and go through the process again.

When you consistency publish content on your ecommerce site, you'll find that all the links, traffic and social attention your site gets help your product and category pages rank better.

For example, the popular cookware ecommerce site Williams-Sonoma.com has an outstanding blog that features recipes, cooking tips, interviews with chefs, and more.


RECIPES
TIPS
PARTY IDEAS
FEATURES
VIDEOS
SHOP
WILLIAMS SONOMA
TASTE
POPULAR POSTS
10 CHINESE RECIPES YOU CAN MAKE AT HOME
ALL THINGS KETO, ACCORDING TO SUZANNE RYAN OF...
HOW TO THROW A CHINESE DUMPLING PARTY WITH...
MICHELLE TAM OF NOM NOM PALEO ON THE...
SEVEN MOUTHWATERING WAYS TO LOVE APPLES RIGHT NOW
Whether you're a Honeycrisp, Granny Smith, McIntosh or Fuji sort of person, there's an apple for you. Their season is extraordinarily long and bountiful, and there are always new...
READ MORE
THIS IS YOUR ULTIMATE GUIDE TO COOKING WITH CITRUS
Make the most of the season's star fruit.
READ MORE

Which is one of the main reasons that so many sites link to them.

Chapter 6

Ecommerce Link Building

In this chapter I've got not one but TWO in-depth ecommerce link building case studies for you.

In the first case study you'll see how Chris built links directly to his ecommerce site's product pages... Without ANY content.

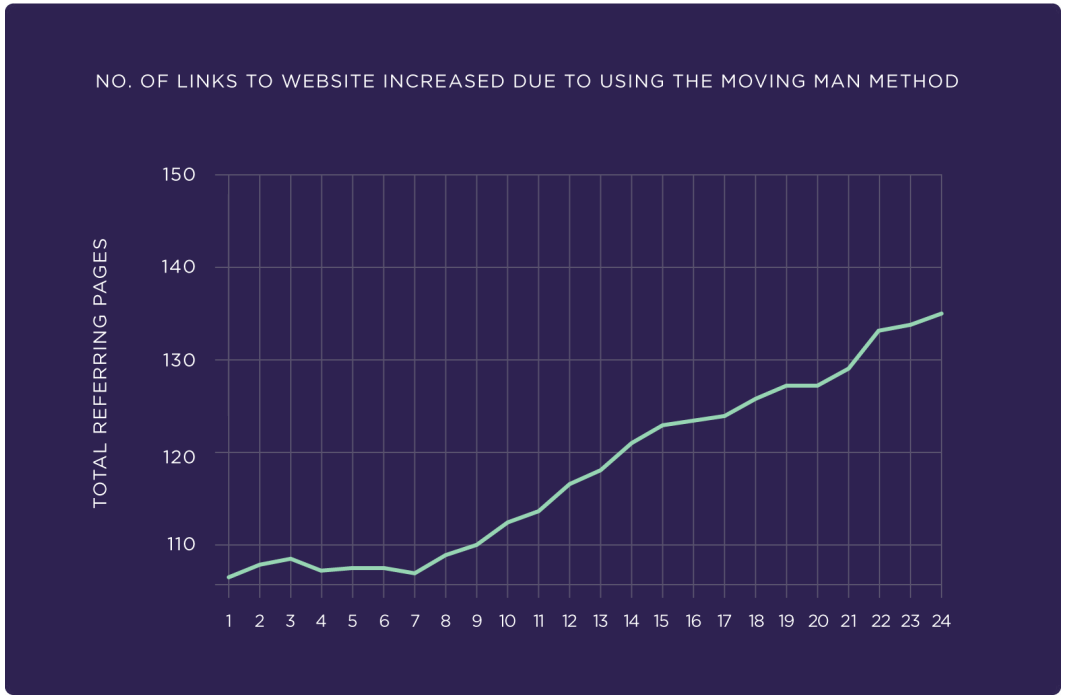
Then you'll read how Mike increased used two creative link building strategies to boost his ecommerce site's organic traffic by 2272%.

Case Study #1: How Chris Got Backlinks From Popular Tech Blogs

Backlinko reader Chris Laursen had an ecommerce client that struggled with link building.

So Chris decided to try The Moving Man Method.

After implementing this strategy, the number of links pointing to his client's website shot up like a rocket:


NO. OF LINKS TO WEBSITE INCREASED DUE TO USING THE MOVING MAN METHOD
TOTAL REFERRING PAGES
150
140
130
120
110
1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24

Sure, it was great that Chris built so many backlinks...

But the TYPES of links that he was able to get (contextual links from highly-relevant sites in the electronics niche) is the real story here.

Specifically, Chris got links from...

A popular consumer electronics product site:

California based EDGE design gives iPhone 4S owners who don't want their phones to look like all the other iPhones out there, another way to customize them. Their Alfa case pairs an aluminum frame with a polymer band to create a unique look without compromising signal strength like some metal cases do. Let's take a closer look.

Note: Images can be clicked to view a larger size.

A popular Danish news website:

Edge Design er en dansk/amerikansk virksomhed der udvikler highend-tilbehør til iPhone 5.

Fornylig dukkede de første produkter op her i landet via Edge Designs danske distributør, www.justbuyit.com, hvor de danske forbrugere indtil videre kan købe produkterne.

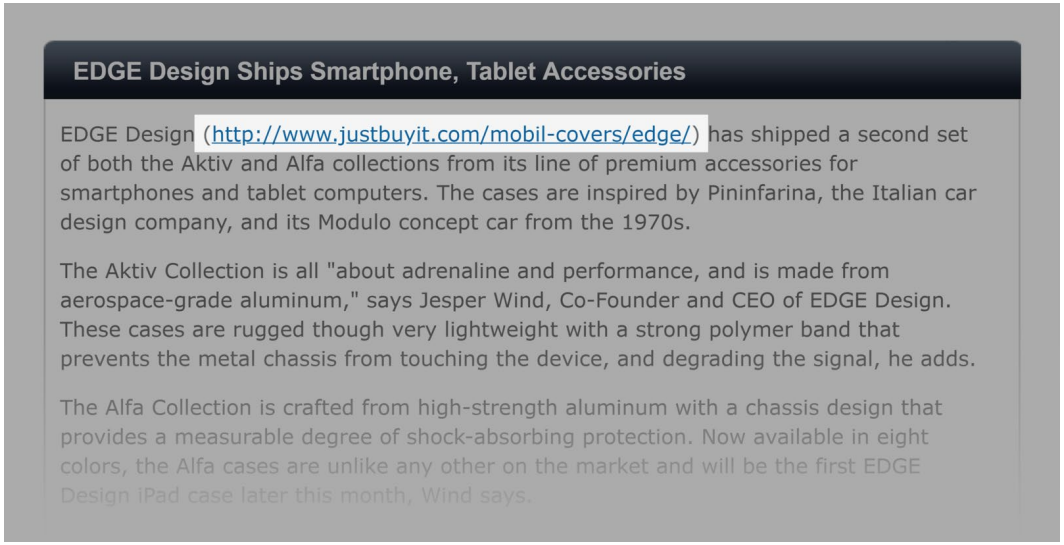
Alle produkter er produceret i USA i kvalitetsmaterialer, som aluminium alloy, ultra suede og certificeret polymer, der typisk anvendes i racingindustrien og der er højt fokus på stilfaktor, brugervenlighed og design.

Udover design og brugervenlighed er der også:

And an editorial link from an online electronics magazine:

Et cover til smartphonen kan give den lidt personlighed men ogse sɯrge for at stɯd, sand og uundgeelige tab pe gulvet ikke ender som ridser og andre skader pe telefonen. Led efter et cover i god kvalitet. Dette fra EDGE design er ret unikt, fordi det er i herdt metal, men stadig rigtig nemt at sxtte pe telefonen. Firmaet bag er dansk/amerikansk og produktet leveres med livstidsgaranti. Coveret her findes i flere farver og koster 575 kr. hos Justbuyit.dk

Even better, several of these links point directly **to product and category pages**, like this one:


EDGE Design Ships Smartphone, Tablet Accessories
EDGE Design (http://www.justbuyit.com/mobil-covers/edge/) has shipped a second set of both the Aktiv and Alfa collections from its line of premium accessories for smartphones and tablet computers. The cases are inspired by Pininfarina, the Italian car design company, and its Modulo concept car from the 1970s.
The Aktiv Collection is all "about adrenaline and performance, and is made from aerospace-grade aluminum," says Jesper Wind, Co-Founder and CEO of EDGE Design. These cases are rugged though very lightweight with a strong polymer band that prevents the metal chassis from touching the device, and degrading the signal, he adds.
The Alfa Collection is crafted from high-strength aluminum with a chassis design that provides a measurable degree of shock-absorbing protection. Now available in eight colors, the Alfa cases are unlike any other on the market and will be the first EDGE Design iPad case later this month, Wind says.

Here's the exact step-by-step process that Chris used.

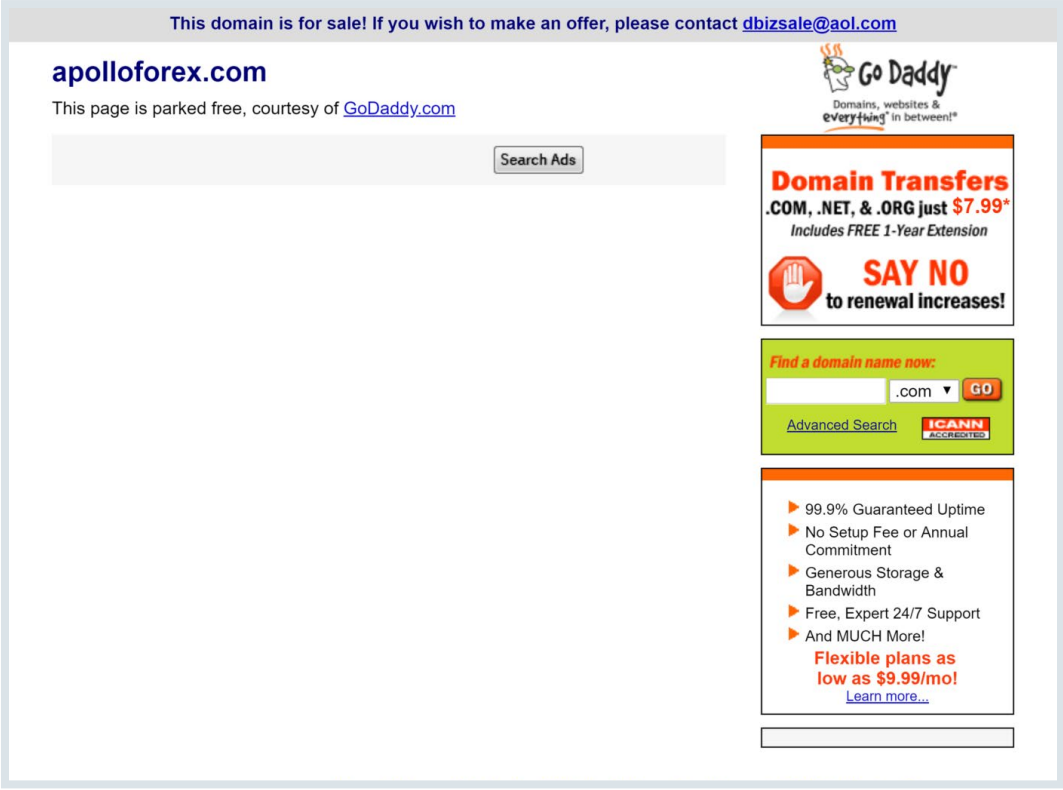
Step 1: Find Outdated, Moved or Expired Resources

Step #1 is finding resources that are out-of-date, expired or not working.

Because Chris was working with an ecommerce site, he zeroed in on companies **that had recently gone out of business**.

But no matter what you sell, there are businesses in your industry that have gone under...and have THOUSANDS of links pointing to their old site.

In many cases, the domain name actually expires. When that happens the entire site gets replaced with parked pages, like this:



Because pages on out of business websites are still technically working (they're not 404s), broken link checkers can't find them.

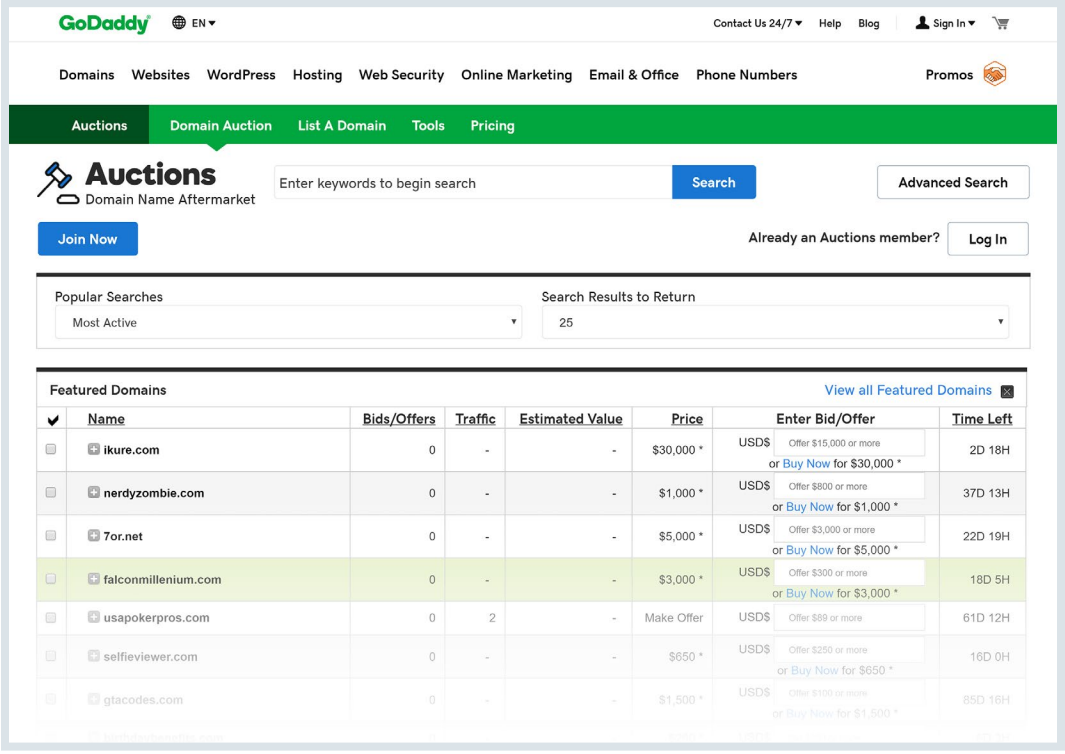
Although parked domains are harder to find than broken links, the advantage of using them is this:

They hook you up with link building opportunities **that your competition doesn't know about**.

So: how can you find these outdated resources?

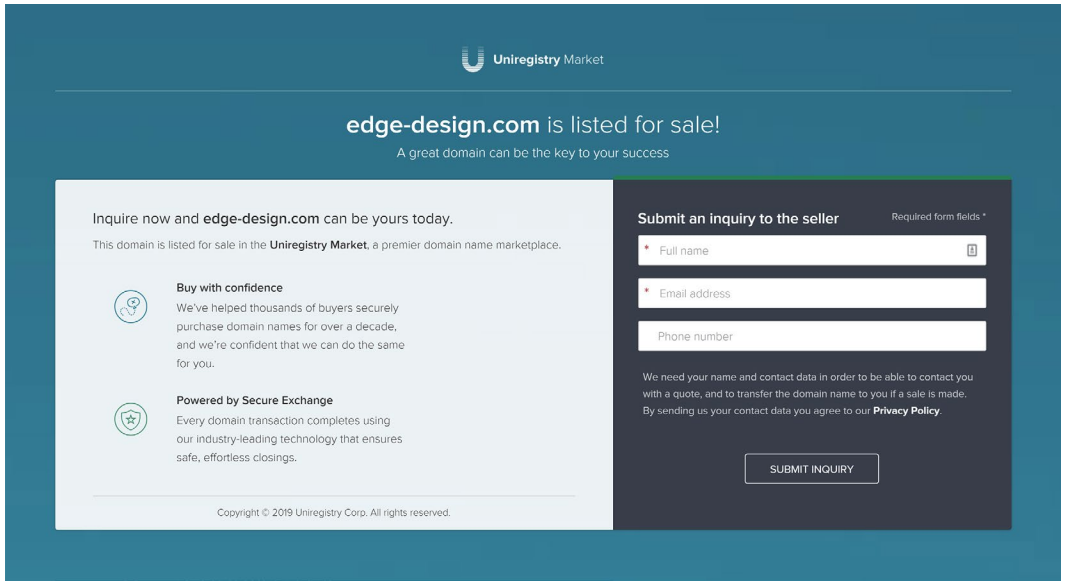
Here's one strategy that works really well:

When an authoritative domain expires it's usually picked up by a big domain auction site like GoDaddy Auctions, NameJet or even Flippa domain search.



These sites have picked up domains that had something going for them (either traffic, backlinks or both). And they organize them in one place to make them easy to sift through.

Chris noticed a parked domain in the same niche as his client (iPhone cases): edge-design.com.


Uniregistry Market
edge-design.com is listed for sale!
A great domain can be the key to your success
Inquire now and edge-design.com can be yours today.
This domain is listed for sale in the Uniregistry Market, a premier domain name marketplace.
Buy with confidence
We've helped thousands of buyers securely purchase domain names for over a decade, and we're confident that we can do the same for you.
Powered by Secure Exchange
Every domain transaction completes using our industry-leading technology that ensures safe, effortless closings.
Copyright © 2019 Uniregistry Corp. All rights reserved.
Submit an inquiry to the seller
Required form fields *
* Full name
* Email address
Phone number
We need your name and contact data in order to be able to contact you with a quote, and to transfer the domain name to you if a sale is made. By sending us your contact data you agree to our Privacy Policy.
SUBMIT INQUIRY

Edge Design used to sell customized iPhone cases...before they closed. And it's a product that his ecommerce client sells.

Chris thought to himself:

"If we're linking to Edge Design's website, I bet other sites are too."

And he was right. Which brings us to step #2...

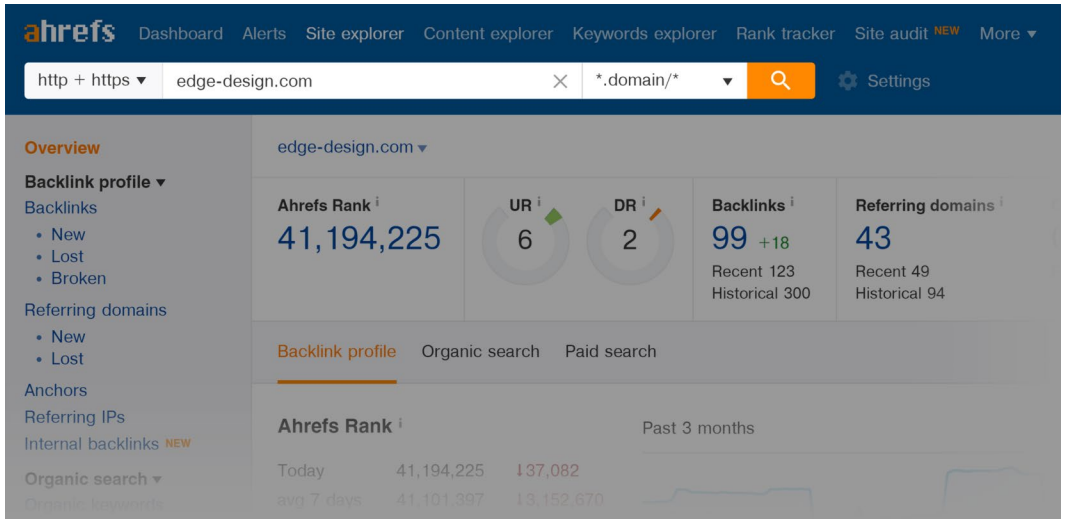
Step 2: Grab a List of Pages Pointing to the Outdated Resource

Once you've identified a popular-but-outdated resource, it's time to find sites that link to it.

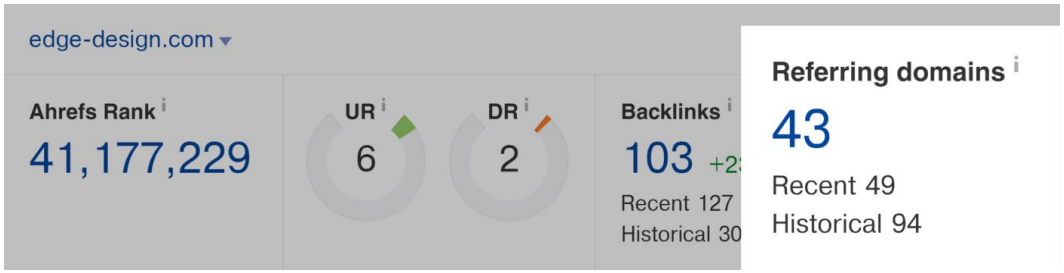
First, grab the URL of the dead resource.

If it's an individual page on a site (for example, a tool that's not working anymore or a service that a company no longer offers), enter the URL of that specific page.

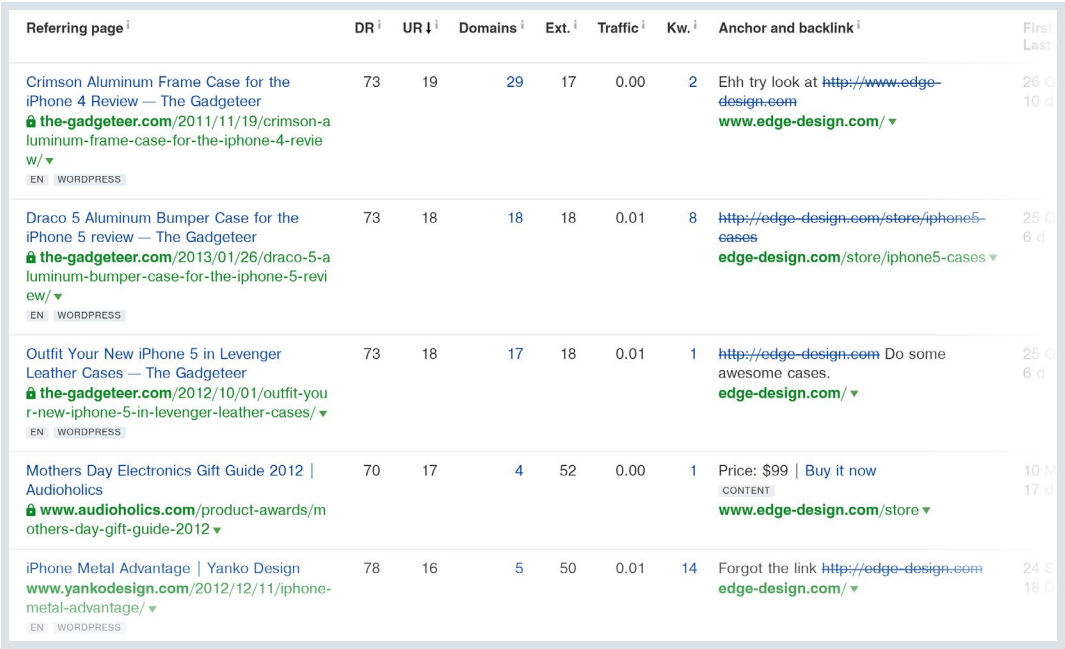
If the entire site is down, you can use the homepage URL:



Glance at the number of referring domains. The more referring domains, the more link opportunities there are for you.



Finally, hit “backlinks” to see all of the pages linking to the outdated resource that you found:



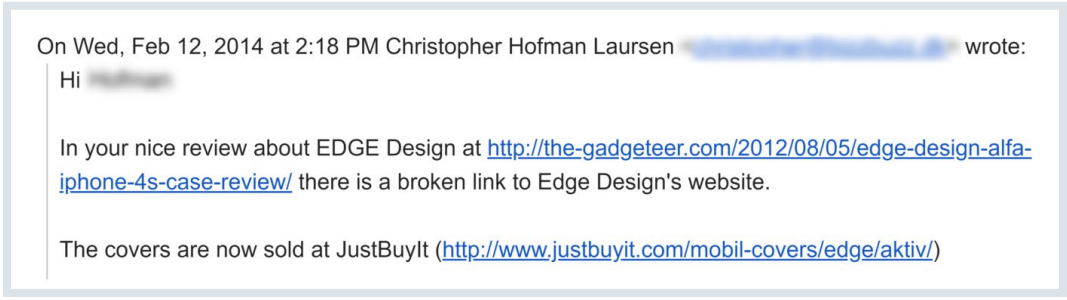
Referring page	DR	UR	Domains	Ext.	Traffic	Kw.	Anchor and backlink	First Last
Crimson Aluminum Frame Case for the iPhone 4 Review — The Gadgeteer the-gadgeteer.com/2011/11/19/crimson-aluminum-frame-case-for-the-iphone-4-review/ EN WORDPRESS	73	19	29	17	0.00	2	Ehh try look at ~~http://www.edge-design.com~~ www.edge-design.com/	26 10
Draco 5 Aluminum Bumper Case for the iPhone 5 review — The Gadgeteer the-gadgeteer.com/2013/01/26/draco-5-aluminum-bumper-case-for-the-iphone-5-review/ EN WORDPRESS	73	18	18	18	0.01	8	~~http://edge-design.com/store/iphone5-cases~~ edge-design.com/store/iphone5-cases	25 6
Outfit Your New iPhone 5 in Levenger Leather Cases — The Gadgeteer the-gadgeteer.com/2012/10/01/outfit-your-new-iphone-5-in-levenger-leather-cases/ EN WORDPRESS	73	18	17	18	0.01	1	~~http://edge-design.com~~ Do some awesome cases. edge-design.com/	25 6
Mothers Day Electronics Gift Guide 2012 | Audioholics www.audioholics.com/product-awards/mothers-day-gift-guide-2012	70	17	4	52	0.00	1	Price: $99 | Buy it now CONTENT www.edge-design.com/store	10 17
iPhone Metal Advantage | Yanko Design www.yankodesign.com/2012/12/11/iphone-metal-advantage/ EN WORDPRESS	78	16	5	50	0.01	14	Forgot the link ~~http://edge-design.com~~ edge-design.com/	24 18

And this leads us to the last step.

Step 3: Send Emails, Get Links

Now it's time to let people know about their outdated link.

Here's a word-for-word script you can use (this is an actual outreach email that Chris sent out):



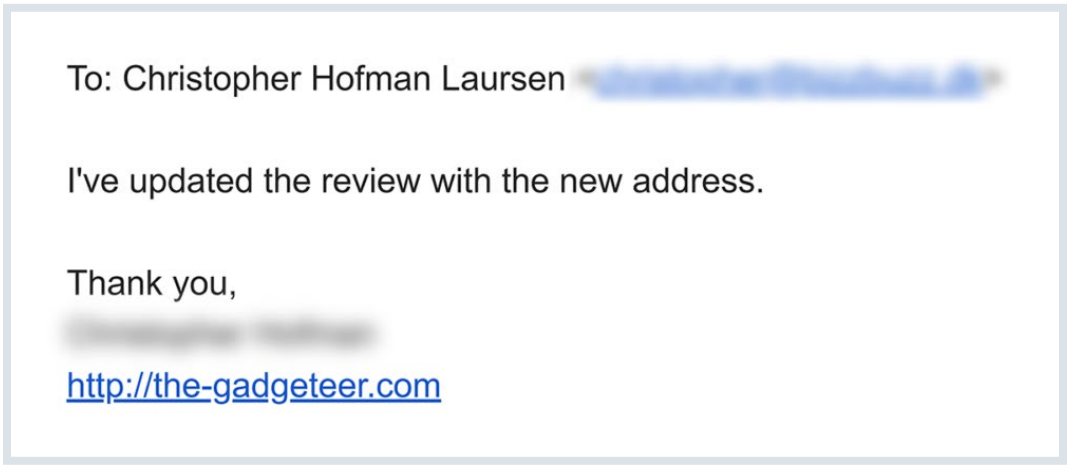
On Wed, Feb 12, 2014 at 2:18 PM Christopher Hofman Laursen [redacted] wrote:

> Hi [redacted]
>
> In your nice review about EDGE Design at http://the-gadgeteer.com/2012/08/05/edge-design-alfa-iphone-4s-case-review/ there is a broken link to Edge Design's website.
>
> The covers are now sold at JustBuyIt (http://www.justbuyit.com/mobil-covers/edge/aktiv/)

As you can see, Chris didn't just tap the person on the shoulder and let them know about the outdated link. He also gave them a replacement.

It just so happens that the replacement is a page on his client's site.

And when you send out brief outreach emails and improve other people's sites email outreach tends to convert REALLY well:


To: Christopher Hofman Laursen

I've updated the review with the new address.

Thank you,

http://the-gadgeteer.com

That's all there is to it.

Case Study #2: How Mike Built Links to His Wedding Ecommerce Sites

Mike Bonadio recently launched an ecommerce website in the wedding space.

And considering how competitive the wedding industry is, Mike knew that he needed to build links **fast**.

Here's the strategy that Mike used to get a HUGE influx of links.

One day Mike was poking around various wedding-related Facebook groups.

And he noticed groups put on events... events that featured products from wedding vendors.

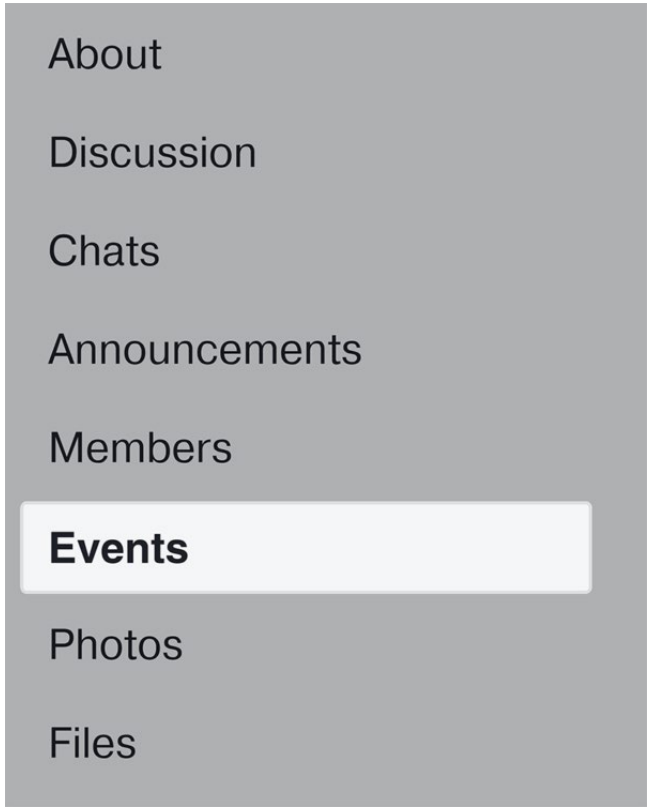
Mike realized that he could use these events to build links his groomsmen gift shop, Groomsday.

And Mike was right! This simple strategy led to a bunch of great links.

Let's break down the strategy step-by-step:

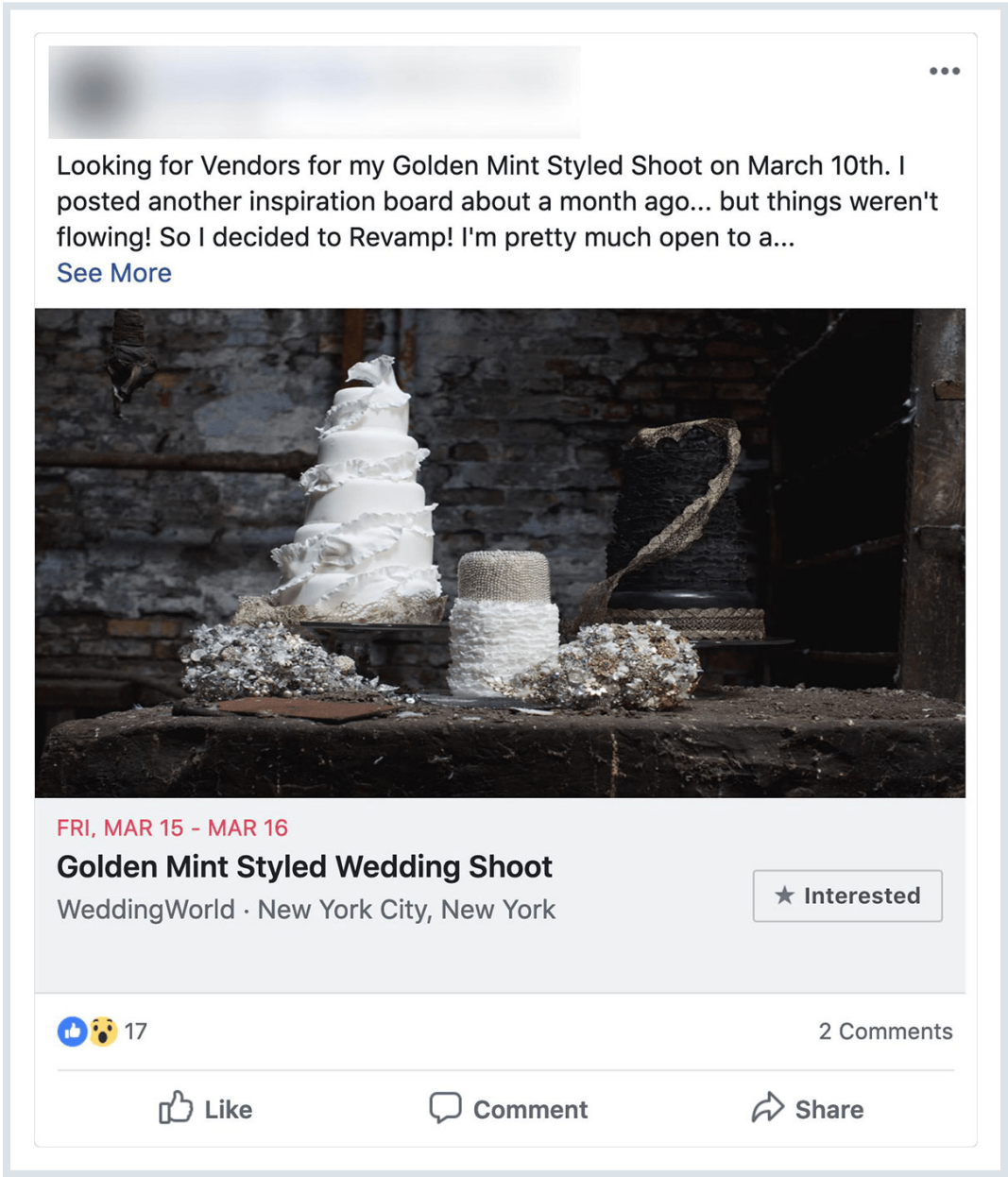
Step 1: Find Groups in Your Industry That Put On Events

Join a few Facebook groups in your industry. Then check the "events" tab inside the group.

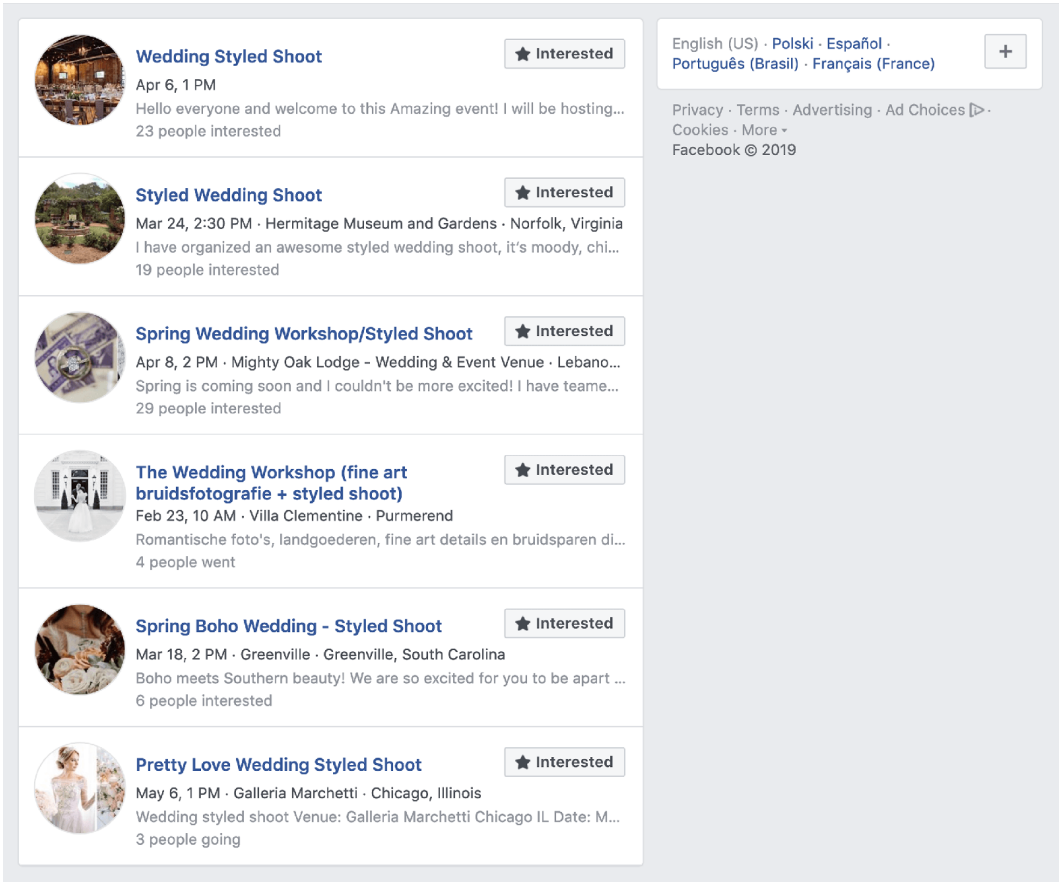


Step 2: Look For Events That Need Stuff

Look for upcoming events where your products might be a good fit.

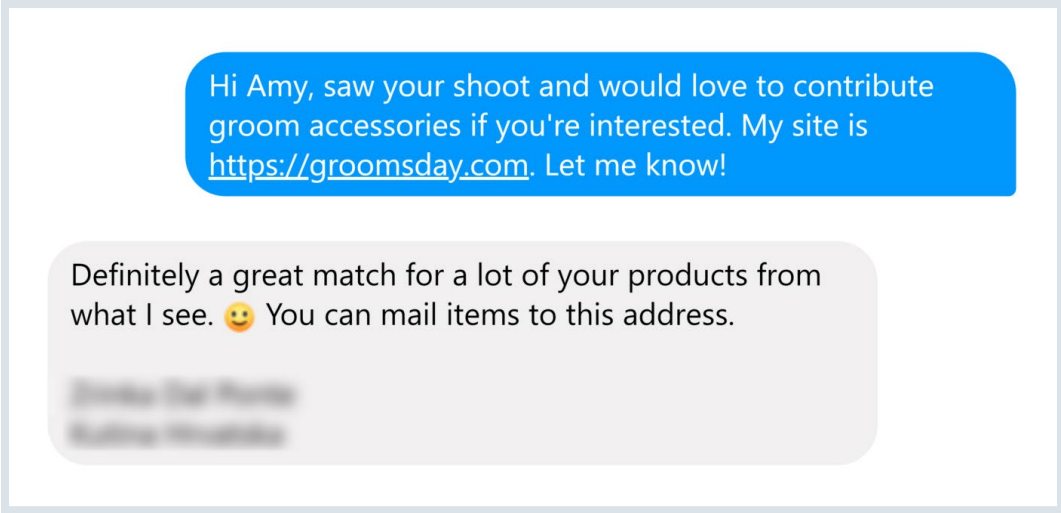

Looking for Vendors for my Golden Mint Styled Shoot on March 10th. I posted another inspiration board about a month ago... but things weren't flowing! So I decided to Revamp! I'm pretty much open to a...
See More
FRI, MAR 15 - MAR 16
Golden Mint Styled Wedding Shoot
WeddingWorld · New York City, New York
★ Interested
17
2 Comments
Like
Comment
Share

Some events even say that they're **looking for vendors**.


Wedding Styled Shoot
Interested
Apr 6, 1 PM
Hello everyone and welcome to this Amazing event! I will be hosting...
23 people interested
Styled Wedding Shoot
Interested
Mar 24, 2:30 PM · Hermitage Museum and Gardens · Norfolk, Virginia
I have organized an awesome styled wedding shoot, it's moody, chi...
19 people interested
Spring Wedding Workshop/Styled Shoot
Interested
Apr 8, 2 PM · Mighty Oak Lodge - Wedding & Event Venue · Lebano...
Spring is coming soon and I couldn't be more excited! I have teame...
29 people interested
The Wedding Workshop (fine art bruidsfotografie + styled shoot)
Interested
Feb 23, 10 AM · Villa Clementine · Purmerend
Romantische foto's, landgoederen, fine art details en bruidsparen di...
4 people went
Spring Boho Wedding - Styled Shoot
Interested
Mar 18, 2 PM · Greenville · Greenville, South Carolina
Boho meets Southern beauty! We are so excited for you to be apart ...
6 people interested
Pretty Love Wedding Styled Shoot
Interested
May 6, 1 PM · Galleria Marchetti · Chicago, Illinois
Wedding styled shoot Venue: Galleria Marchetti Chicago IL Date: M...
3 people going
English (US) · Polski · Español · Português (Brasil) · Français (France)
Privacy · Terms · Advertising · Ad Choices · Cookies · More
Facebook © 2019

Step 3: Reach Out to Event Organizers

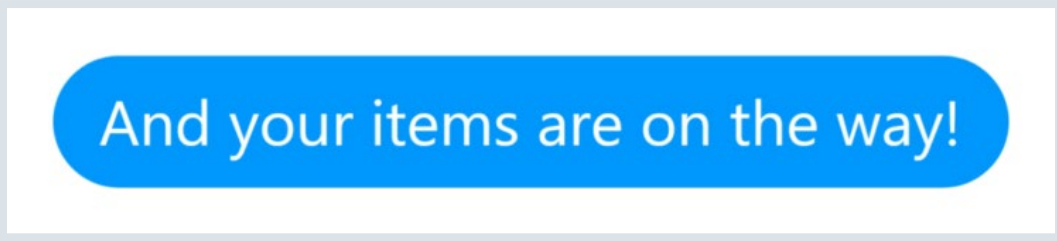
Reach out to the people hosting the event. Ask if they would like to feature some of your products at the event.


Hi Amy, saw your shoot and would love to contribute groom accessories if you're interested. My site is https://groomsday.com. Let me know!
Definitely a great match for a lot of your products from what I see. 🙂 You can mail items to this address.

You can ask up front if products that you send will get featured in the group or in press coverage. Otherwise, just send them free stuff and hope for the best.

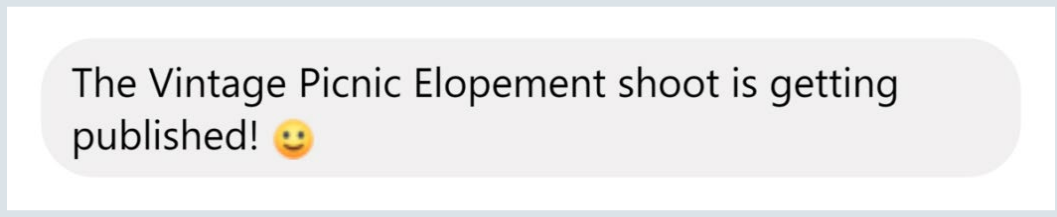
Step 4: Ship Your Products

You can ask for unused items to be sent back. But it's easier to not have to deal with return shipping.



Step 5: Stay In The Loop

Keep in touch with the event organizer about the event. Specifically, when they're writing a post about the event. Keep track of everything and watch out for your event or photoshoot to be featured. And make sure you're credited with a link when it goes live.



ELOPEMENT WEDDINGS, FALL WEDDINGS, MISSISSIPPI, STYLED SHOOTS, STYLED WEDDINGS / April 26, 2018

Vintage Picnic Elopement Styled Shoot (Mississippi)

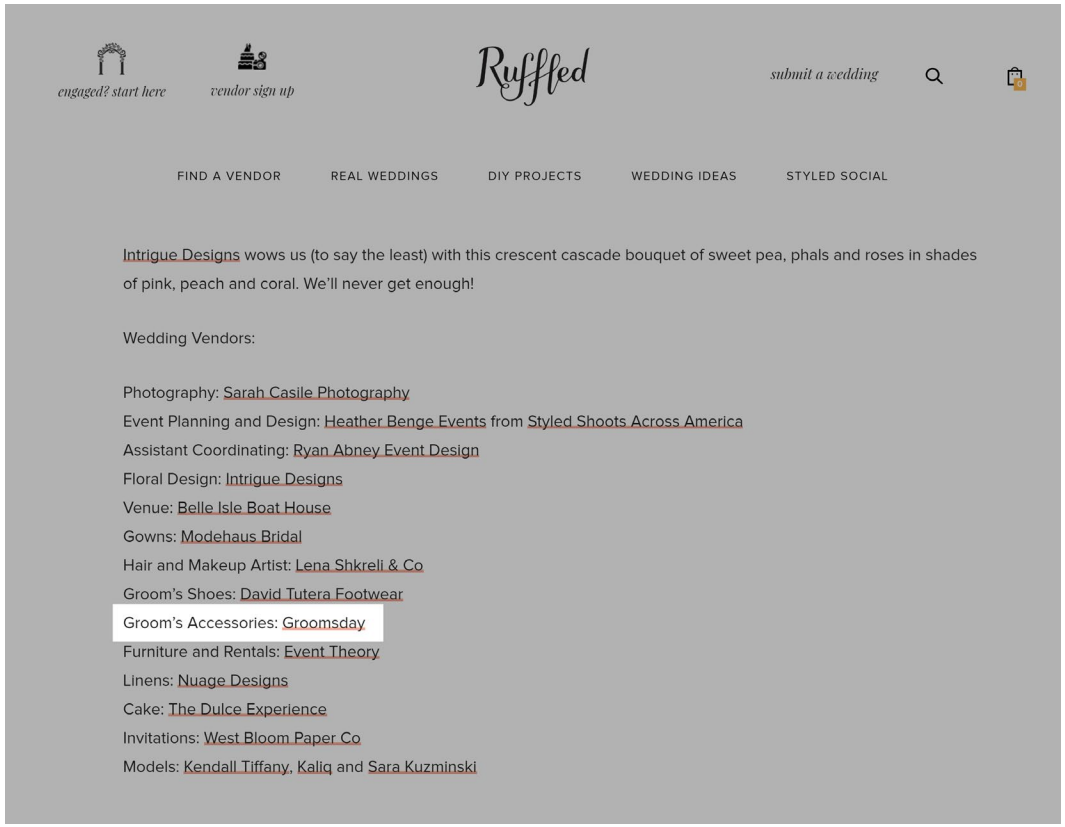
by Black Nuptials

This elopement shoot was inspired by rich warm colors and a love of nature & all things vintage. The gown & suit were both vintage thrift shop finds, along with most of the details. Featuring gorgeous paper florals inspired by a gorgeous Chloe & Isabel necklace. The spotlight of this elopement was a beautiful candlelight picnic overlooking the lake at Legion State Park.

Get inspired and check out this styled shoot below, as beautifully captured by Good Vibrations Photography.

Event Date: November 18, 2017
Photographer: Good Vibrations Photography
Favors and Gifts: Groomsday
Location: Legion State Park
Floral Designer: Fioribelle
Etsy Designer: Hanger by R
Jewelry: Styled by Markie
Calligrapher: Ashley Devin Designs

Some events get published on super high DA sites with tons of authority. Here's one on a DA77 site:

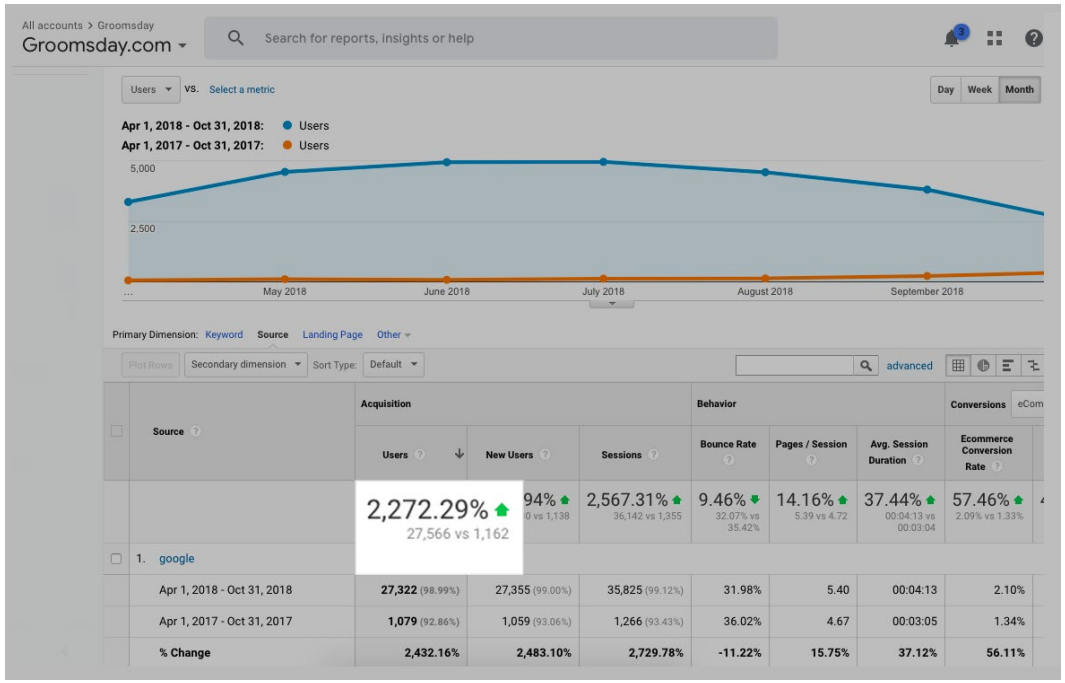

engaged? start here
vendor sign up
Ruffled
submit a wedding
FIND A VENDOR
REAL WEDDINGS
DIY PROJECTS
WEDDING IDEAS
STYLED SOCIAL
Intrigue Designs wows us (to say the least) with this crescent cascade bouquet of sweet pea, phals and roses in shades of pink, peach and coral. We'll never get enough!
Wedding Vendors:
Photography: Sarah Casile Photography
Event Planning and Design: Heather Benge Events from Styled Shoots Across America
Assistant Coordinating: Ryan Abney Event Design
Floral Design: Intrigue Designs
Venue: Belle Isle Boat House
Gowns: Modehaus Bridal
Hair and Makeup Artist: Lena Shkreli & Co
Groom's Shoes: David Tutera Footwear
Groom's Accessories: Groomsday
Furniture and Rentals: Event Theory
Linens: Nuage Designs
Cake: The Dulce Experience
Invitations: West Bloom Paper Co
Models: Kendall Tiffany, Kaliq and Sara Kuzminski

Nice!

Step 6: Thank the Organizer

And offer to work together again on a future event.

The links from this campaign helped boost Mike's traffic during the wedding season **by 2272%** compared to the previous year:



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